

# LIFE

CRASH DIETS ARE NO GOOD  
TURMOIL ON CAPITOL HILL: A LOOK  
AT A NEW KIND OF CONGRESS



CASTRO IN TRIUMPHANT  
ADVANCE TO HAVANA

JANUARY 19, 1959

25 CENTS



# Winning **LINEUP** for health and energy



Breakfast with Post Alpha-Bits—the power-packed oat cereal—is just what your home team needs to get off to a fast start

Don't be fooled by the fun shape of Alpha-Bits. This is a real, honest-to-goodness breakfast *food*, made of *oats*. It contains a rugged amount of protein—high-quality cereal protein. It'll help keep you grownups feeling sharp

and moving fast—and it'll help those kids build themselves into king-sized, full-of-life citizens. And there's no doubt that these Alpha-Bits taste good. Not too sweet—just sweet enough. Try them tomorrow morning!

"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods  
of General Foods



# Germ's Go to School with your youngsters every day!



**Children should gargle Listerine at least twice daily—it kills germs on contact, by millions!**

The common cold is much too common among school children, as every mother well knows. But here's something mothers can do to help youngsters fight off colds and the sore throats they so often bring!

Every day, before and after school, have them gargle Listerine full-strength. Listerine kills germs by millions on mouth and throat surfaces. And the more you reduce germs, the less the danger of infection.

Tests with more than 3,000 people over a 12-year period clearly proved that those who gargled twice every day with Listerine had fewer, shorter and milder colds than those who did not.

Look at the figures on the chart (right), and start your whole family gargling Listerine today!

## HOW LISTERINE ANTISEPTIC REDUCED COLDS

Results of 12-year test involving more than 3,000 people

Those who did NOT gargle Listerine twice daily had

**89%** more severe colds than those who did

**85%** longer colds, measured in days

**73%** more sore throats

**51%** more "ordinary" colds

**Reach for Listerine**  
...your No. 1 protection against infection



This One



BECS-OAJ-GF2H



## CONTINUING PARADE OF VIVID PEOPLE

People generally and particularly are the stuff of journalism, especially LIFE's kind of photographic journalism. This week we ran into an exciting array, some people we haven't known before. And some people we have always wanted to know more about.

Fidel Castro has been a famous but a shadowy figure, hidden in Cuba's mountain wilds. As he comes victorious into the limelight, our pictures on pages 28-32 give a sharp view of a passionate hero—and a sober view of some of his problems.



FIDEL CASTRO

Another prominent person who for more than 20 years has never come close enough to afford us a good look is Anastas Mikoyan. We've seen him largely in official stances in his own country. But now,



TOURIST MIKOYAN

a rubbernecking tourist in the U.S., he fascinates us by revealing what a big shot Communist finds fascinating in a capitalist country. If his interest in plastic lemons and Coke machines doesn't hide his Communist craftiness, it does at least give us a look at another dimension of the man.

The new session of Congress brings in a host of new faces. Those we show in color in our lead story (pp. 16-27) are among the

pleasantest to look at—the wives of new Congressmen who have proved to be attractive political assets to their husbands. And in the Capitol we have a rather rueful meeting with an old friend, the deposed Joe Martin.

For most of us, architects are simply names attached to the buildings they design. On pages 52-57 we show



CONGRESSMAN'S WIFE

four famous architects in houses they designed for themselves—and in them we come to understand a good deal about the people.

New faces also turn up in pairs—like the mismatched duo on pages 83-86 who manage a wonderful harmony in their work. You never know where you are going to discover interesting people. These two we found on a college basketball court.



BASKETBALL PARTNERS

### COVER

Arms raised in a passionate gesture, Cuba's victorious revolutionary, Fidel Castro, exhorts cheering crowds in Santa Clara to build a new Cuba (see pp. 28-32)

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LIFE, JANUARY 19, 1959 VOLUME 46, NUMBER 3  
LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL.  
PRINTED IN U. S. A. SECOND-CLASS POSTAGE PAID AT CHICAGO, ILLINOIS AND AT ADDITIONAL MAILING OFFICES. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA.  
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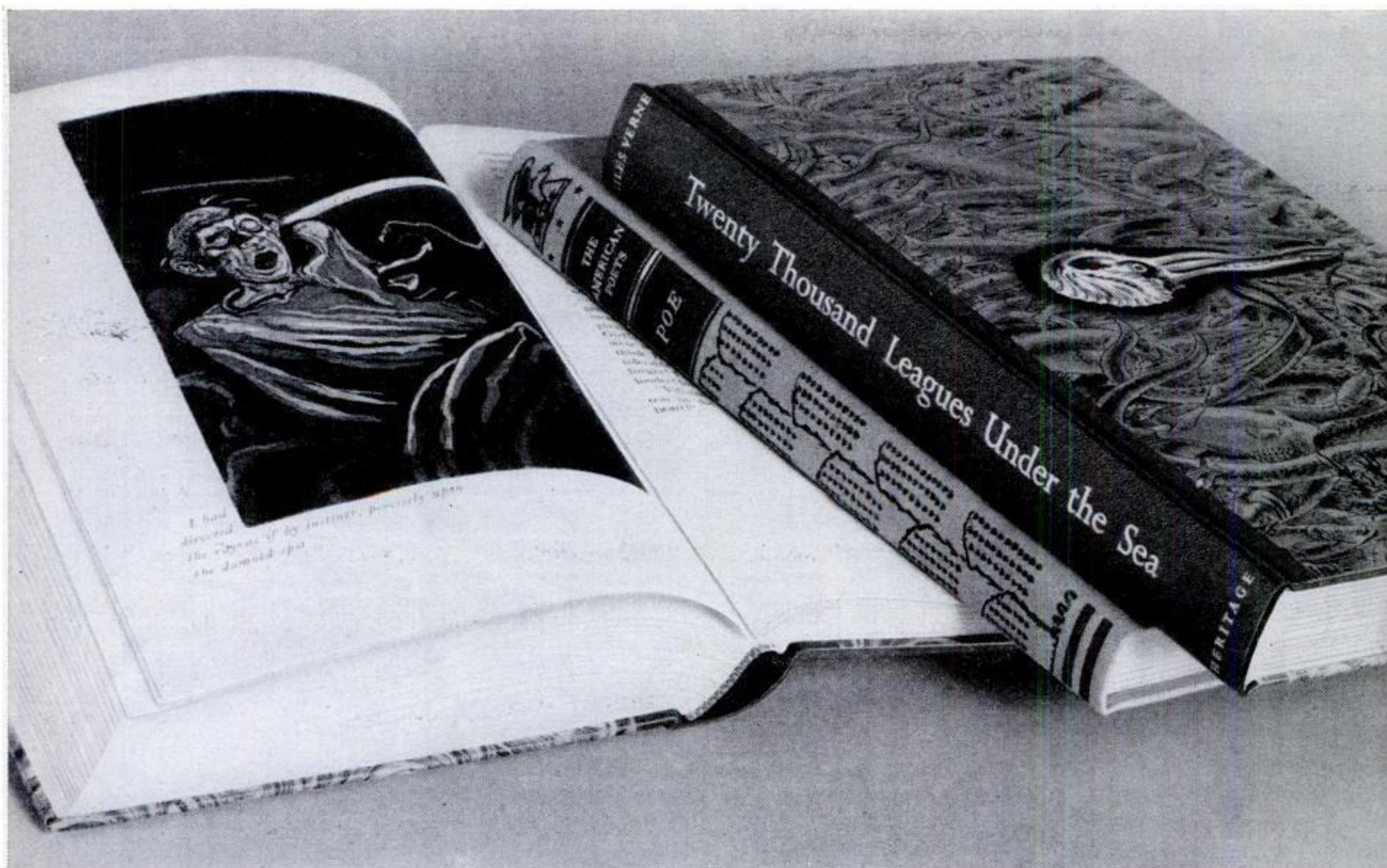
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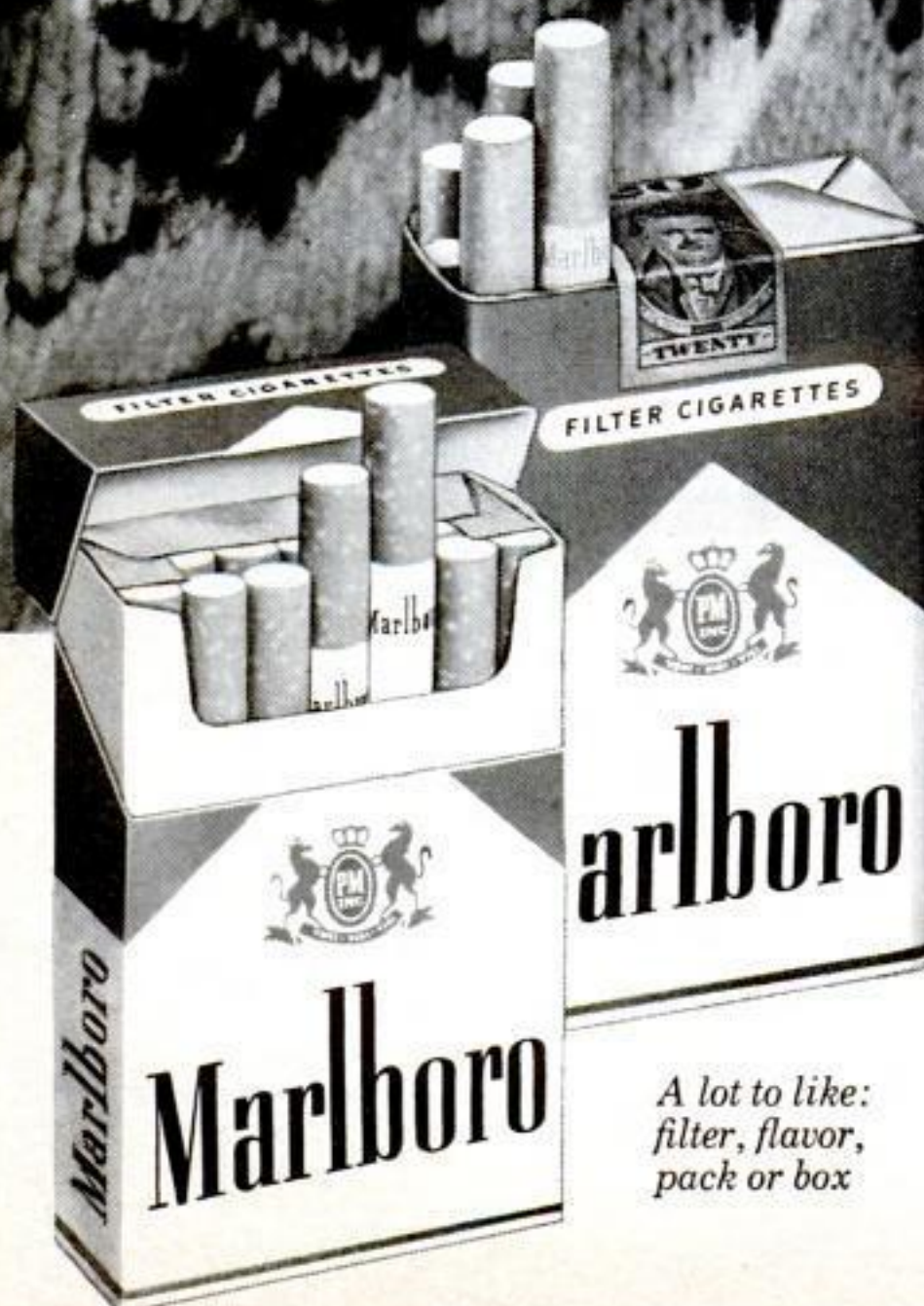
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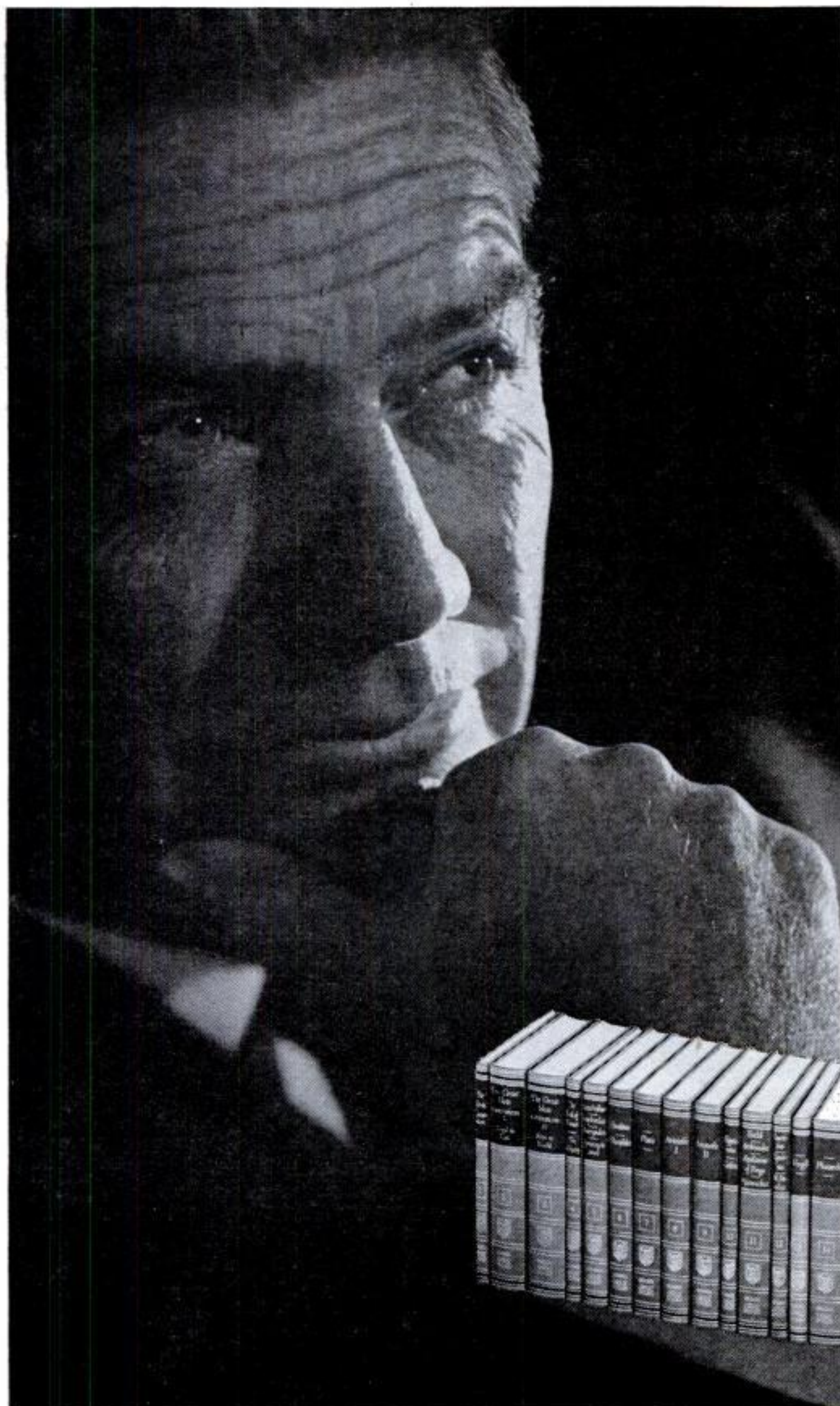


PEPSI-COLA the Light refreshment

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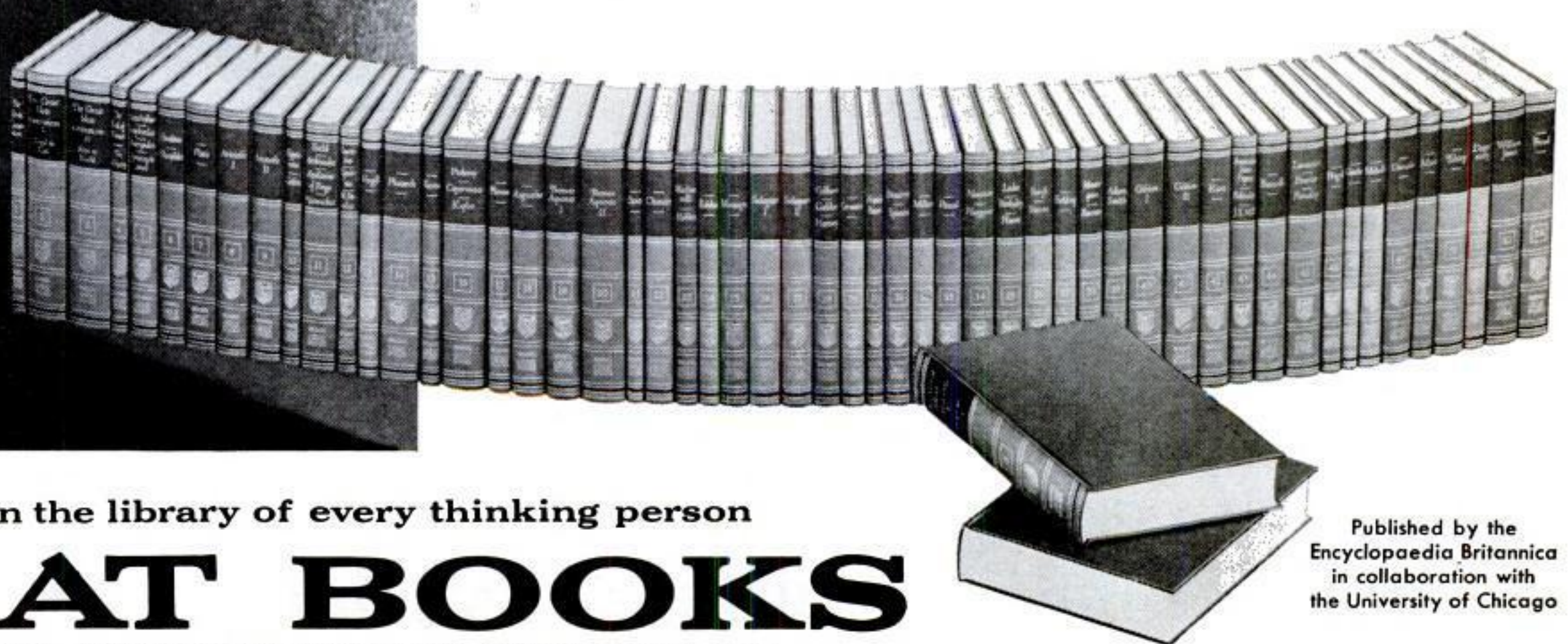


## How long has it been since your mind was stretched by a new idea?

Oliver Wendell Holmes once wrote: "A man's mind stretched by a new idea can never go back to its original dimensions." The truth of this statement cannot, of course, be denied. A child who suddenly realizes that the letters in the alphabet are not just isolated sounds and shapes, but meaningful symbols that form words, has grasped an idea that will lead to a continuing expansion of his mind. There comes a time, though, in the lives of too many of us when our minds become occupied only with knowledge we have already learned. When that happens our minds cease to grow.

Unhappily, the more successful a person is in his daily work, the more likelihood there is that this unfortunate condition will result. As we become more and more absorbed with our specialty—whether it is law, medicine, engineering, science, business or any one of the hundreds of other engrossing occupations—we cease to absorb the new knowledge that leads to new concepts. With the years, the mind narrows rather than broadens because we cease to stretch it by exploring the great subjects of philosophy, government, religion—the great humanities which have produced our great men and great thought.

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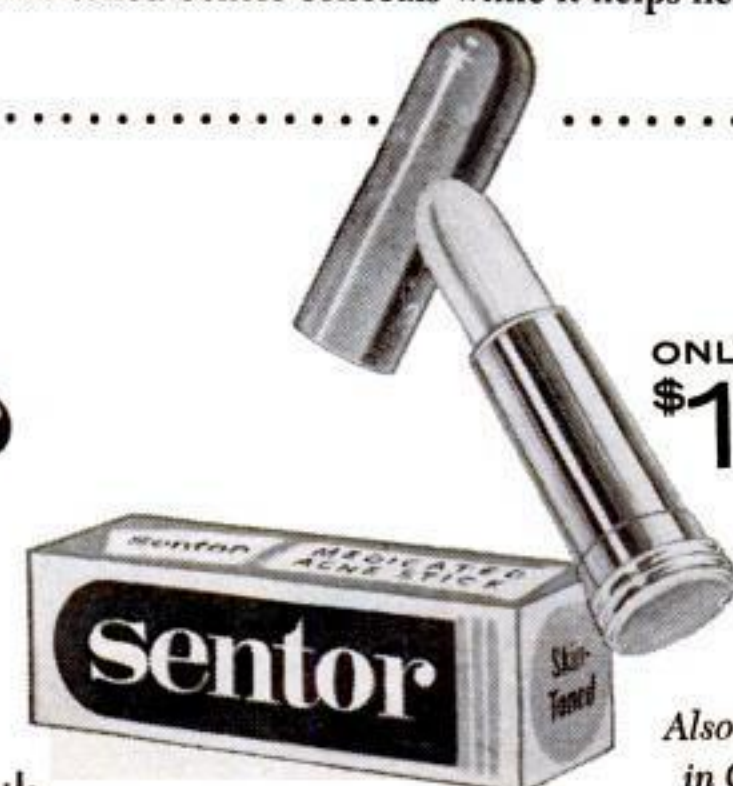
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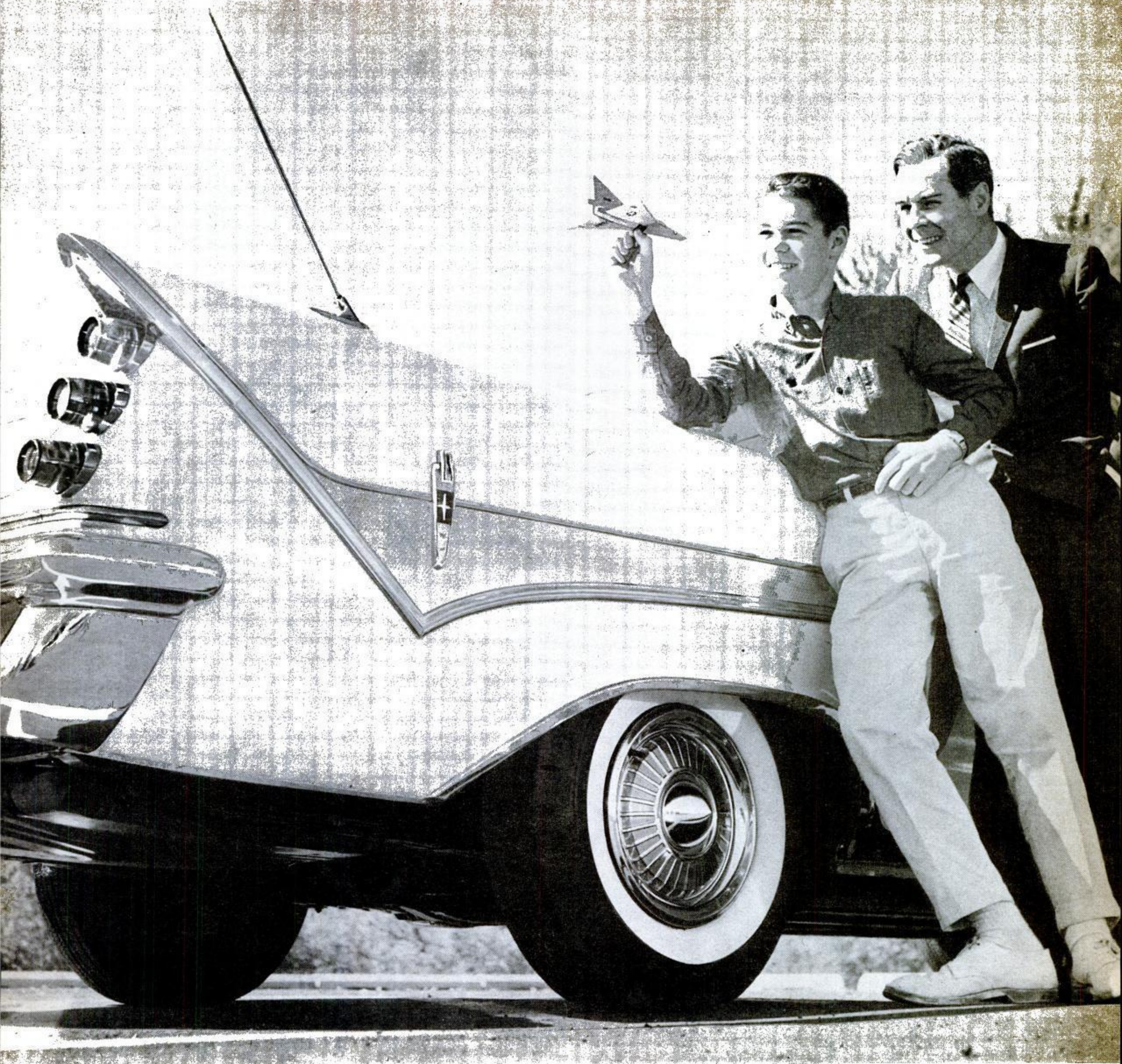


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# A Treeful of Tarzans

Sad thing is, none of these six Tarzans in the tree ever really got off the ground. They had been among the hopefuls in a yearlong hunt for history's 12th Tarzan, succeeding such greats as Elmo Lincoln, the first one, Johnny Weissmuller, the sixth, and Buster Crabbe, the seventh. Before the critical judges they had bared muscled torsos, climbed trees, sounded mating calls, run obstacle courses, proved themselves compatible with chimpanzees. But then the 11th Tarzan, Gordon Scott, who had left for another role, said he was available and he came back to play in *Tarzan's Greatest Adventure*.

**ASPIRANTS** are (clockwise around the tree from bottom center) Mike Lane, Gates Brown, Michael Forster, Phil Kruse, Bart Sumners and William Browne.

**FINAL CHOICE** is Gordon Scott (left), who took over from Lex Barker in 1954. He is a former lifeguard and *Tarzan's Hidden Jungle* was his first film.





# LETTERS TO THE EDITORS

## U.S. ENTERTAINMENT

Sirs:

Your special issue on entertainment ("U.S. Entertainment," LIFE, Dec. 22) contained the most fabulously dazzling, colorful, spectacular group of pictures ever assembled in any single publication ever produced.

MELVIN J. BAGLEY

Henderson, Nev.

Sirs:

Three cheers! Only LIFE could do a job as beautifully and brilliantly.

ISRAEL GOODMAN

Louisville, Ky.

Sirs:

The idea of "entertainment" itself is never to be frowned upon. But how pagan can LIFE be? The issue is so ill-timed that it's bound to bring disgust and shame to a majority of Americans who had expected something more apropos. I am sorry to say this, as an ex-Navy officer as well as a minister.

TENNEY I. DEANE

Safety Harbor, Fla.

Sirs:

Congratulations on your wonderful holiday issue.

SISTER CORONA

St. Mary's Academy-Bay View  
Riverside, R.I.

Sirs:

Man! I sure am glad you got all that religious jazz out of the way before the holiday season was upon us. What better gift could LIFE have given my family and me than a few girlie pictures of Marilyn Monroe to pin up around the room between the holly and the ivy, plus an inspired picture of a New Orleans brothel?

Of course, cats, you went a little off beat with that story of children re-enacting *A Visit from St. Nicholas*.

MRS. THANOS HELIOTIS

Metuchen, N.J.

Sirs:

LIFE's entertainment issue has brought me and my family the most precious Christmas gift. It is unique.

JAMES MAZZONE

White Plains, N.Y.

Sirs:

How does one say "thank you" to a magazine? Again and yet again LIFE's editors have outdone themselves.

HALLAM-KEEP WILLIAMS

Hollywood, Calif.

Sirs:

Except for Marilyn Monroe your Christmas issue was a big bunch of nothing.

SUZAN MORROW

Twin Falls, Idaho

Sirs:

There is no question that most of this issue is excellent. There is equally no question that a substantial portion of it is absolutely pornographic. I can assure you that the general photographic excellence of these lurid pictures will cause them to bother a mature man if he is honest enough to admit it to himself.

JOHN E. ARNOLD

Philadelphia, Pa.

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Sirs:

The issue is magnificent! In conception, in execution, in every respect, it is not only a superb exposition of every phase of American entertainment, but it is also an outstanding contribution to journalism.

SAMUEL GOLDWYN

Hollywood, Calif.

Sirs:

The issue is much more than a collector's item. It's a "must" for reference, for constant reviewing, for faith in the future of our business. My copy already has its permanent niche in my library.

BARNEY BALABAN  
President

Paramount Pictures Corporation  
New York, N.Y.

Sirs:

Never before has any magazine given me so much pleasure. I am having it bound so that my grandchildren will have a faithful and deeply exciting record of entertainment as we know it today and will also be able to see that their grandfather was authoritatively recognized as having some part in it.

RICHARD RODGERS

New York, N.Y.

## COVER

Sirs:

I am still studying the cover (LIFE, Dec. 22). I thought I only heard 1,074 trombones! What's the matter with those slackers in the top row, bum lips?

JIM ELSAAS

Burbank, Calif.



NONTOOTING TROMBONISTS AT BIG BAND FESTIVAL

## THE HOLLYWOOD 'CLAN'

Sirs:

Your article on the "clan" ("The 'Clan' Is the Most," LIFE, Dec. 22) is something less than a penetrating analysis of the Hollywood social strata. Since Thoreau, nonconformity has become a precious word, so don't misuse it by applying it to the pretty people who wait upon the social leadership of a Frank Sinatra.

These people aren't nonconformists—they merely belong to a different minority group.

DANIEL B. DALLAS

St. Clair Shores, Mich.

## EDITORIAL

Sirs:

By flirting with pay television LIFE ignores the interests of the vast majority of its readers and the public generally. LIFE backs up its pay-TV thesis ("The Structure of Entertainment," LIFE, Dec. 22) by quoting from Gilbert Seldes, but Mr. Seldes has recently expressed his disenchantment with pay-TV.

LIFE insinuates that television economics preclude anything except "mediocre" programming. Several paragraphs are devoted to backing up this thesis while such lavish television productions as the recent *Wonderful Town* are brushed off in a single sentence.

HAROLD E. FELLOWS  
President

National Association of Broadcasters  
Washington, D.C.

Sirs:

I was quoted correctly and not out of context, so it is not your fault that I appear as an advocate of pay-TV. But the reservations I made in 1956 are even more significant today.

My argument then was that the FCC could impose qualitative specifications on pay-TV franchise holders. But I see little chance of this happening so there will

be no obligation on the franchise holders to do anything but transmit whatever makes the most profit.

GILBERT SELDES

New York, N.Y.

## WHEN JAZZ WAS YOUNG

Sirs:

I couldn't help noticing the similarity between the two figures dancing at the upper left in very capable Artist Morton Roberts' picnic scene and Renoir's similar figures (below) in *Moulin De La Galette* ("When Jazz Was Young," LIFE, Dec. 22).

FLORENCE NUGENT

Rochester, N.Y.



RENOIR



ROBERTS

● Says Artist Roberts: "The great French impressionists lived in the days when jazz was young, and much of the mood of their work was the same that I felt as I relived the days of the old French Quarter. In trying to evoke an era, I turned to the artists who understood and had caught its spirit."—ED.

Sirs:

I have waited a long time for an artist who understands the vitality and beauty of New Orleans Dixieland to produce some visual representation of it. Roberts has done it marvelously. Are his originals for sale?

MARGARET H. RUDDOCK

Nassau, Bahamas

● All but two, which Roberts is keeping for himself, have already been sold.—ED.

## SAVED AT THE ALTAR

Sirs:

The reason your wonderful entertainment issue is so appealing is that everyone finds something to smile about—or even laugh out loud at—in whatever they're doing. If you had to pay Rock Hudson, Kim Novak, Paul Newman, etc. for posing for those Mack Sennett comedy pictures ("Saved at the Altar," LIFE, Dec. 22), they're crazy. It looked like wonderful fun to me!

MRS. HARVEY COLE

Overland Park, Kan.

● They did it for fun.—ED.

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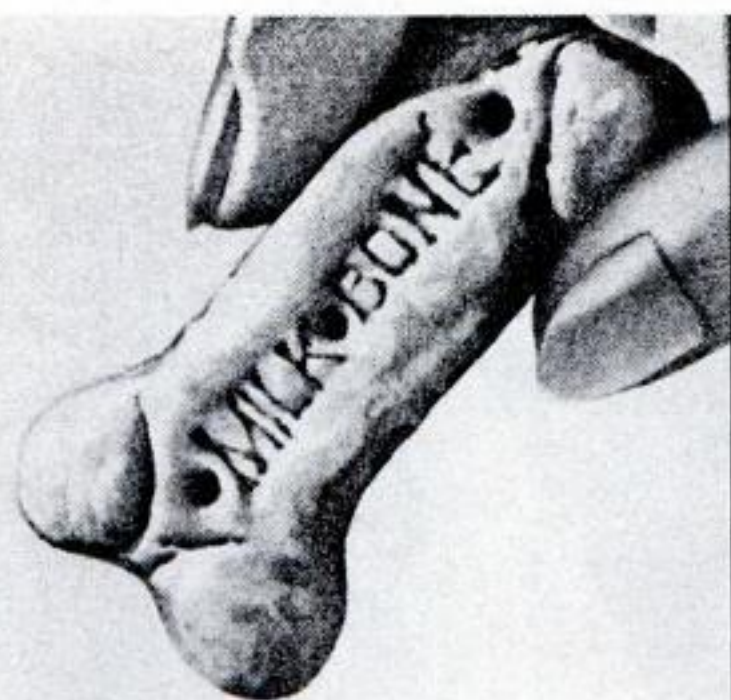
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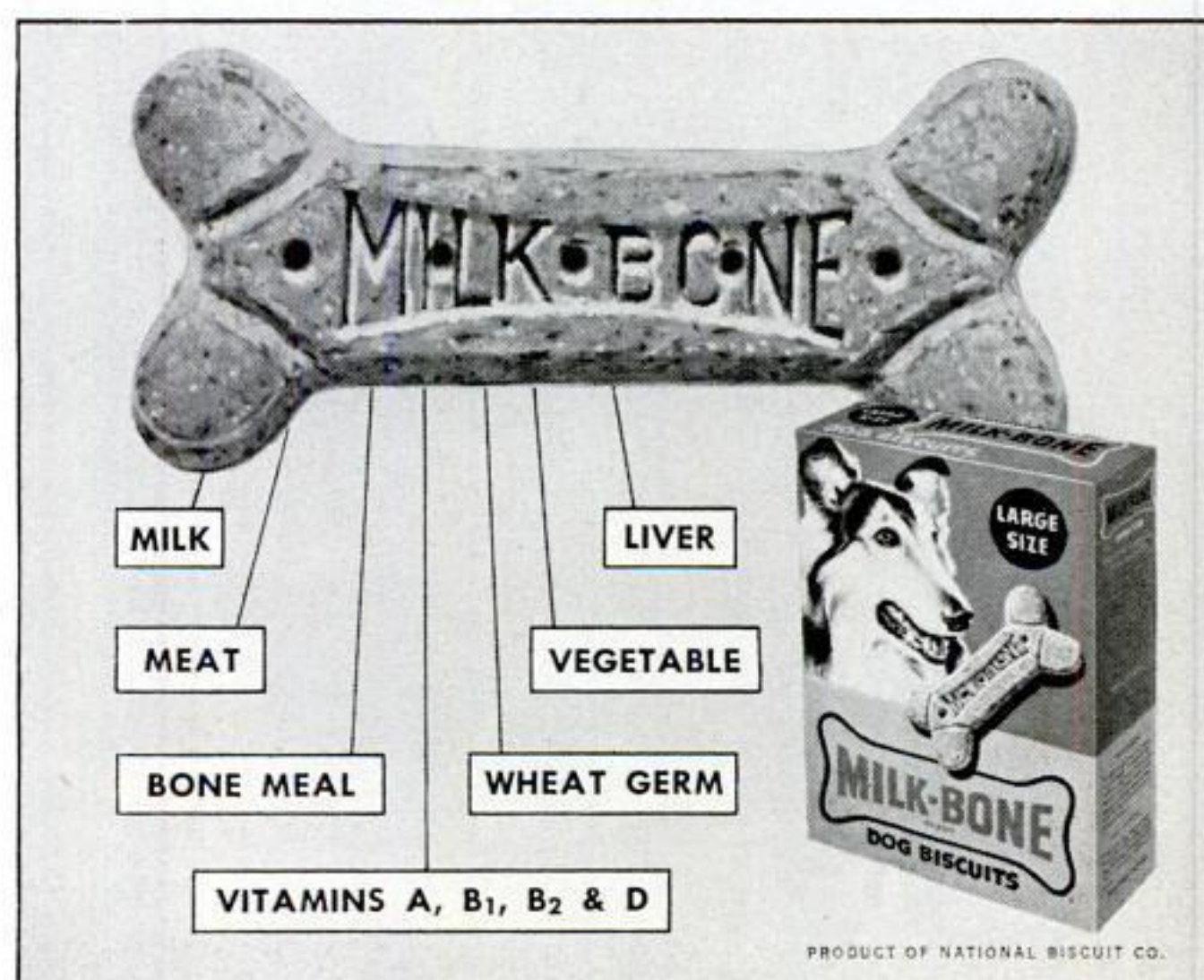
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# LIFE

Vol. 46, No. 3 Jan. 19, 1959





# POLITICAL FIGHTS, PARTIES PRETTY WOMEN AND PATHOS OLD ORDER YIELDS IN THE 1959 SCENE

The curtain went up last week on a rousing new governmental show. In the wake of the Democratic earthquake of last November a new political order was taking over. All across the country new governors took their oaths of office and new legislatures were installed.

But the center of the stage was held by the brand-new 86th Congress which began its first session. The opening act in Washington had a young new cast, lovely leading ladies, revelry by night and day, feuds and fights, and moments of supremely poignant emotion. The average age of the new Congress was a year less than its predecessor's. It was more liberal and more Democratic than any Congress since 1940. In the Senate the Democratic margin was 64 to 34; in the House it was 283 to 153. It

quickly showed its vitality by embroiling itself in a series of bold challenges to the leadership in both parties (pp. 18, 19).

Then with the decks cleared for action it went about its business. Before a joint session of the Congress President Eisenhower delivered his State of the Union message. He emphasized the importance of a balanced budget but pointed up the needs for labor union reform and urban development, for the advancement of civil rights and international law, for solving the problems of farm subsidy and for finding "a sensible posture of defense." Congress listened politely, but obviously did not plan to take its cues from the President. The Democratic leaders had their own programs and were clearly set on putting them through.



**NEW SENATE DEMOCRATS** are seen in huddle under chandelier of Capitol's President's Room. In "fish-eye" camera shot, clockwise from center foreground: Clair Engle (Calif.); Philip Hart (Mich.); Thomas Dodd (Conn.); Eugene McCarthy (Minn.);

Frank Moss (Utah); Stephen Young (Ohio); Gale McGee (Wyo.); Edmund Muskie (Maine); Howard Cannon (Nev.); Harrison Williams (N.J.); Robert Byrd and Jennings Randolph (W. Va.); Ernest Gruening, E. L. Bartlett (Alaska); Vance Hartke (Ind.),

← IN A WIDE-ANGLE VIEW 86TH CONGRESS IS SHOWN LISTENING TO PRESIDENT'S STATE OF UNION MESSAGE



## REBEL REPUBLICANS LOSE IN SENATE



**SENATE LIBERALS** chart G.O.P. revolt. Front row: California's Tom Kuchel, new whip; Vermont's George Aiken; Kentucky's John Sherman Cooper, the liberals' candidate for minority leader; Maine's

Margaret Chase Smith. Rear row: Kansas' Frank Carlson; New York's Kenneth Keating; Pennsylvania's Hugh Scott; New York's Jacob Javits; New Jersey's Clifford Case; Connecticut's Prescott Bush.



**SENATE RIVALS** John Sherman Cooper (left) and Everett Dirksen get together after Dirksen's win.

## FRATRICIDAL WAR

Liberals in the new Congress, emboldened by results of the election, came to Washington spoiling for a fight. In the Senate, liberal Republicans challenging conservative domination put Kentucky's John Sherman Cooper up for minority leader. Cooper lost to Everett Dirksen. But the liberal candidate, Thomas Kuchel of California, won the second spot, party whip. Liberal Republicans in the House and out helped engineer the abrupt dumping of House minority leader Joe Martin (pp. 26-27).

## SENATE DEMOCRATS SPLIT



**CIVIL RIGHTS CHAMPIONS**, Senators Clinton Anderson of New Mexico, Hubert Humphrey of Minnesota, and Paul Douglas of Illinois lead fight on filibuster. Their strategy was based on a parliamentary maneuver to permit each new Senate to adopt new rules. But the move was defeated in a key vote by 60 to 36.





## HOUSE REPUBLICANS WIN REVOLT



**HOUSE RIVALS** meet press after vote. As winner Halleck stands by (right), Martin forces a smile.

## IN BOTH PARTIES

In the Senate, liberal Democrats helped by some Republicans renewed their battle to kill the filibuster. Instead of the present Rule 22, which requires a vote of two thirds of Senate membership to shut off debate, they wanted to require a simple majority. Their aim was to prevent southern Senators from blocking civil rights legislation. But the masterful pro, Lyndon Johnson, in charge of the huge new Democratic majority, beat the liberals easily but promised some small part of what they wanted.



**PEACE PARLEY** of House Republicans in office of Representative Les Arends failed to avert an open break over Joe Martin's removal. Clockwise from left foreground are: Jack Westland of Washington,

Richard Poff of Virginia, John Rhodes of Arizona, Arends, B. Carroll Reece of Tennessee, Robert Wilson of California. Poff, Arends and Reece were for Martin, Westland, Rhodes and Wilson for Halleck.

## IN OLD FILIBUSTER FEUD



**CIVIL RIGHTS FOES**, Senators Richard Russell of Georgia and Lister Hill of Alabama, attend meeting of southern senators before filibuster fight. Russell said southerners would wage "educational campaign" to counter "high powered propaganda" from North but defeat of liberals made campaign unnecessary.

← **LYNDON JOHNSON (CENTER) ADDRESSES CAUCUS OF SENATE DEMOCRATS**

CONTINUED

19





BIRTHDAY PARTY FOR DIRKSEN BRINGS CROWD OF WELL-WISHERS TO MAYFLOWER HOTEL BALLROOM



CAKE FOR SAM honors Rayburn at 77. Hostess is wife of Dale Miller, a Texas public relations man.

## Visible Change, Pace and Faces

No matter how bitterly they fight on the floors and in the corridors and caucus rooms, the members of Congress repair, when duty is done, to a blissful, after-hours camaraderie. The echoes of battle had hardly died last week before the congressmen were off on a round of bipartisan parties where they could relax in an aura of good feeling, recuperate after the coups and be magnanimous to the losers.

It looked like the start of one of the liveliest, sightliest social seasons in many a Washington year. The bright, energetic young congressmen, of whom there are many, have remarkably handsome wives. Six of them are shown in color on the next three pages. Reflecting the Democratic sweep in the November elections, all of them are the wives of Democrats.

Not all the beauty nor all the socializing was in Washington. The country has some new governors and four of their handsome first ladies are shown in color. Only one, Antoinette Hatfield of Oregon, is the wife of a Republican governor. All of them and others stepped forth in capital fashion at the inaugural ceremonies.



DEBONAIR TOP DEMOCRAT, Lyndon Johnson, making the rounds at Dirksen birthday party,

plants a kiss (left) on startled wife of Republican Senator Styles Bridges. As she recognizes him, he



takes jovial kidding from Congressman Leo Allen (above, left), Senate Minority Secretary Mark Trice.





**Mrs. William Moorhead of Pittsburgh**

Mrs. Moorhead is wife of a novice politician who was elected by a big majority on his first try for office. She is 32, a Vassar graduate and the mother of four children. "All my clothes will be new to Washington," she says, "so I haven't bought any new ones." This gown is an old one that she restyled for the capital.



**Mrs. Cornelius Gallagher of Bayonne, N.J.**

Mrs. Gallagher, 35, hopes that she will see more of her husband in his new job. When they married, he was in the Army. Then he went to law school at night. Ever since graduation he has been busy politicking. But because she has two small daughters Mrs. Gallagher will not move to the capital until school year is over.

CONTINUED

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**Mrs. Robert Kastenmeier  
of Watertown, Wis.**

A 28-year-old native of Texas who once modeled for Neiman-Marcus' store, she met her husband at University of Wisconsin. She had never been to Washington before Congress opened. An amateur painter, she recently won an award in Watertown. Here she is beside bronze lion in Milwaukee's Pfister Hotel.

**Mrs. Robert Cook of Rootstown, Ohio**

Mrs. Cook comes from a staunchly Republican family, but she married a Democrat and traveled 26,000 miles to help him campaign. Her good looks—when

she was 19 she won the title "Miss Portage County"—were a factor in helping him get elected as his district's first Democratic congressman in 37 years.





**Mrs. Daniel Brewster of Glyndon, Md.**

A talented campaigner who often made speeches for her husband, 41-year-old Mrs. Brewster is the mother of four children. "Until we get the feel of

things," she says, she plans to commute to Washington from farm near Baltimore where she and her husband raise brood mares and racing horses.



**Mrs. John Monagan  
of Waterbury, Conn.**

Because she has four children who range in ages from 1½ to 8 years, 32-year-old Mrs. Monagan thinks that she will not be able to move to Washington. "I'm going to miss my husband," she says, "but I realize that it's a sacrifice for the sake of better government." She played a major part in his campaign.

CONTINUED



## The Fair First Ladies of Four New Governors



**Mrs. Edmund Brown of California**

The 49-year-old daughter of a San Francisco police captain, Mrs. Brown met her husband in high school. She disliked politics, did not want her husband to run for governor. But after he decided to make the race, she pitched in and became state's most effective woman campaigner. The Browns have four children.



**Mrs. Mark Hatfield of Oregon**

Though she is barely 30, Mrs. Hatfield has already held the post of dean of women at Portland State College in 1957-58. Daughter of a Portland longshoreman, she met her husband at a dance in 1952 when she was wearing the same dress that is shown here. The Hatfields are expecting their first child in June.



**Mrs. Howard Edmondson of Oklahoma**

The wife of the youngest (33) governor in state's history is also 33 years old. She was a campus beauty at the University of Oklahoma, helped her husband campaign. "She got more votes than I did," he said after his election. Here she wears her inaugural ball gown of silk taffeta in Tulsa's Philbrook Art Center.

**Mrs. Ernest Vandiver of Georgia**

A niece of Senator Richard Russell, Mrs. Vandiver, 31, grew up in Winder, Ga., went to school in Virginia and at the University of Georgia. Then she came back to Winder where she met her husband, who was practicing law there. She is shown here in the Atlanta Biltmore Hotel, scene of Georgia's inaugural ball.







**AT CALIFORNIA INAUGURAL BALL** Mrs. Brown (*opposite page, top left*) picks her way onto platform with her husband, the new Democratic governor, at

her heels. To celebrate Brown's installation Democrats held two balls at capital—Sacramento—this one at state fair grounds, another in municipal auditorium.



**BOWING IN RHODE ISLAND**, the new Republican governor, Christopher Del Sesto, gallantly

asks wife Lola for the first dance, called the governor's waltz, at inaugural ball in Providence armory.



**ROMPING IN ALBANY**, Nelson Rockefeller, new G.O.P. governor and wife dance at inaugural.



# G.O.P. TACTICS THAT TOPPLED A VETERAN LEADER

by JOHN L. STEELE *Chief, TIME-LIFE Washington Bureau*

**T**HE end of Representative Joseph W. Martin's 20-year reign as Republican congressional leader came in a welter of bitter emotion, political blame-placing and broken friendships. "I don't care about the young ones leaving me," said a shaken Joe Martin. "What hurts is the old friends who left me when I needed them."

In the final analysis they left him, old and young alike, because they felt political necessity outweighed loyalty and friendship. Joe Martin, 74, with his black, square-toed policeman's shoes and the graying cowlick over his forehead, stood for a different era, for a time when a good politician fought unquestioningly for what "the boss" wanted, knowing that this steadfast loyalty would be repaid in kind. Now, with Republican strength in the House at its lowest point in 20 years, the surviving members felt that more aggressive leadership was needed. Amiable Joe Martin, often leaning on a cane to favor a leg weakened by a blood clot, did not seem likely to provide it.

To many other Republicans, Martin seemed too friendly with the Democrats. They felt he had become unwilling—or unable—to launch effective political counterattacks and was not tough enough for political infighting. He virtually ignored the Republican Policy Committee, which was supposed to give him guidance.

In early December a group of congressmen, smarting from the party's November defeat, began to compare notes at informal meetings in Washington. Present were 10 or 15 moderates, conservatives, ultraconservatives, men who often voted against one another on the House floor. Now they were agreed: party leadership in the House must be strengthened.

The dissidents polled as many members as they could reach in person or by phone. It quickly became apparent that a number of House Republicans would support a move to oust Martin—and that the only replacement

likely to meet with everybody's approval would be Charles A. Halleck of Indiana.

Halleck had twice before been a candidate for the post. Both times he had been blocked by Eisenhower's support of Martin.

But this time Halleck knew there would be no presidential intervention. In November he had given a luncheon in his office for three of the President's staff: Gerald D. Morgan, Edward A. McCabe and Jack Z. Anderson. Halleck gingerly raised the subject of his own ambitions. His three guests promptly disclaimed any knowledge of the President's views. But some days later Halleck tried again, in a phone call to Morgan at the White House. This time he was told what he wanted to hear: the President would play no part whatever in the selection of a Republican leader of the House. From that moment Charlie Halleck was in the race to stay.

When a report of the threatened rebellion reached Joe Martin he first minimized it ("Just a bunch of young congressmen shell-shocked from an election lost," he said). Not knowing what Halleck knew, he counted on the President to bail him out as he had before. "Loyalty runs both ways," Martin told his friends. "I have always supported President Eisenhower unstintingly and I think a legislative leader is entitled to the support of the President if he has done a good job." Martin had good reason to believe that the President felt he had done a good job: a letter from Eisenhower had praised his leadership during the previous session of Congress. But now the White House was silent.

By the end of December Martin had been formally advised of the growing sentiment for a more creative leadership. Angrily he warned the insurgents that they would get their comeuppance if they pushed their fight.

On Friday, Jan. 2—just four days before the first meeting of House Republicans—the rebels calculated that they had 62 of the 77 votes they needed to oust Martin, ranging from

liberals to extreme conservatives. Martin was so informed. The same day Halleck returned to Washington to meet with the insurgents. He had been keeping in touch by phone.

Three days later the dissidents met again. Halleck appeared, fresh from a White House meeting at which the President had personally confirmed that he was keeping hands off the leadership fight. The rebels asked Halleck three questions: 1) Would he, who had twice backed away from a leadership fight, stick to his guns this time? 2) Would he as leader restore the Policy Committee's voice in party councils? 3) Would he keep the White House advised of the thinking of Republicans? To all questions he answered, "Yes."

By this time it was finally clear to Martin that he was in a fight. He met in his office with some of the rebellious Republicans and offered a compromise. The offer was rejected. Then Martin and some of his lieutenants hastily went out and sought to rally support.

On Tuesday, Jan. 6 House Republicans met to choose their leaders. Martin murmured to a friend as he went into the meeting, "I'm going to an execution." But he still did not really believe it. Two hours and 40 minutes later Joe Martin emerged, a beaten man. "Smile, Joe!" shouted a photographer. "I haven't got much to smile about," he said and limped down the darkened corridor to his office. There he received a call from Eisenhower.

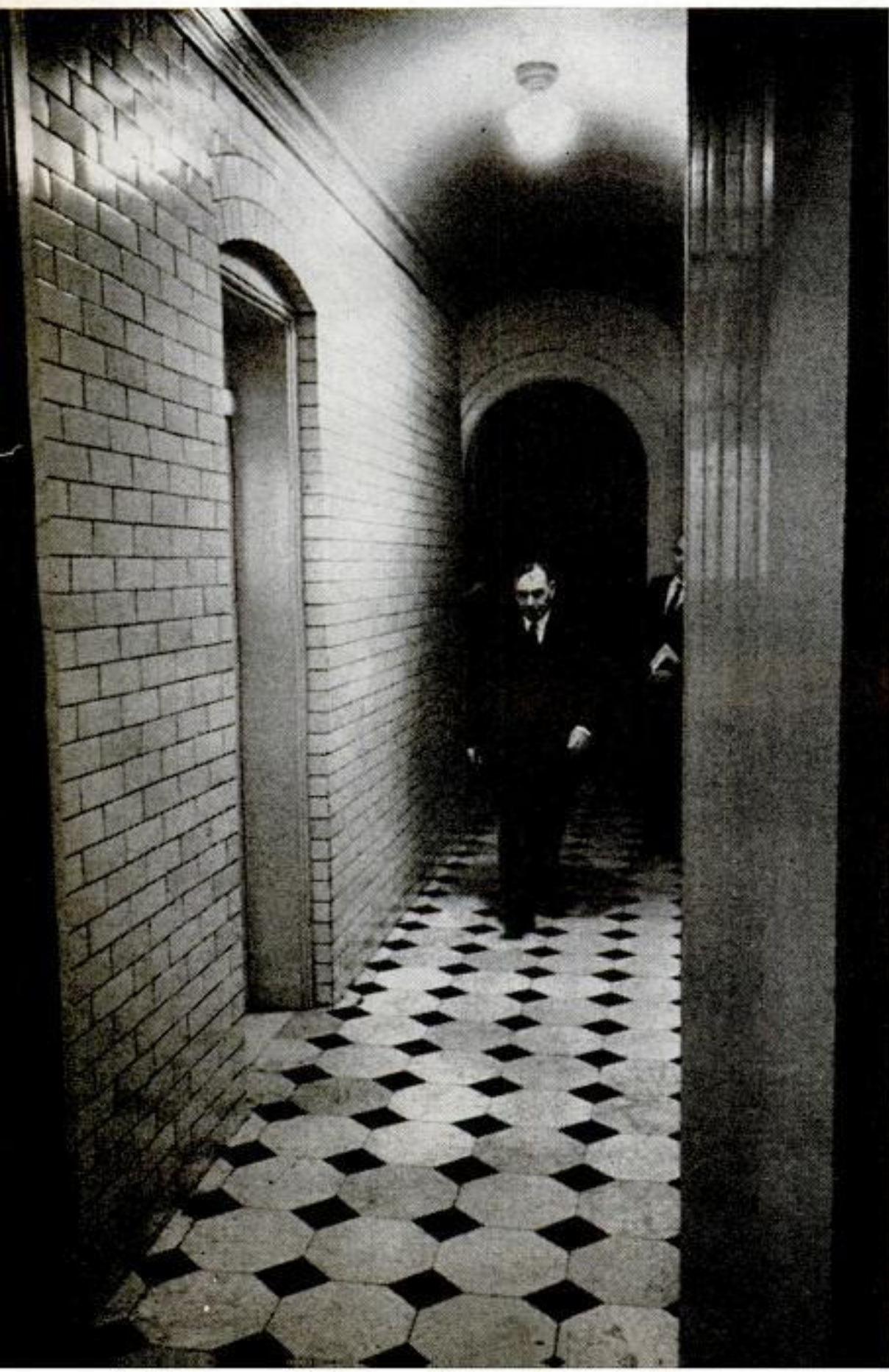
"I'm sorry that two good friends got into a fight," said the President, and added that he would be pleased to have Martin continue attending the weekly White House conferences.

"No," said Joe Martin. "That I can't do."

"But I'm inviting you. Why can't you?"

"Oh, I'll come down and tell you someday," said Martin.

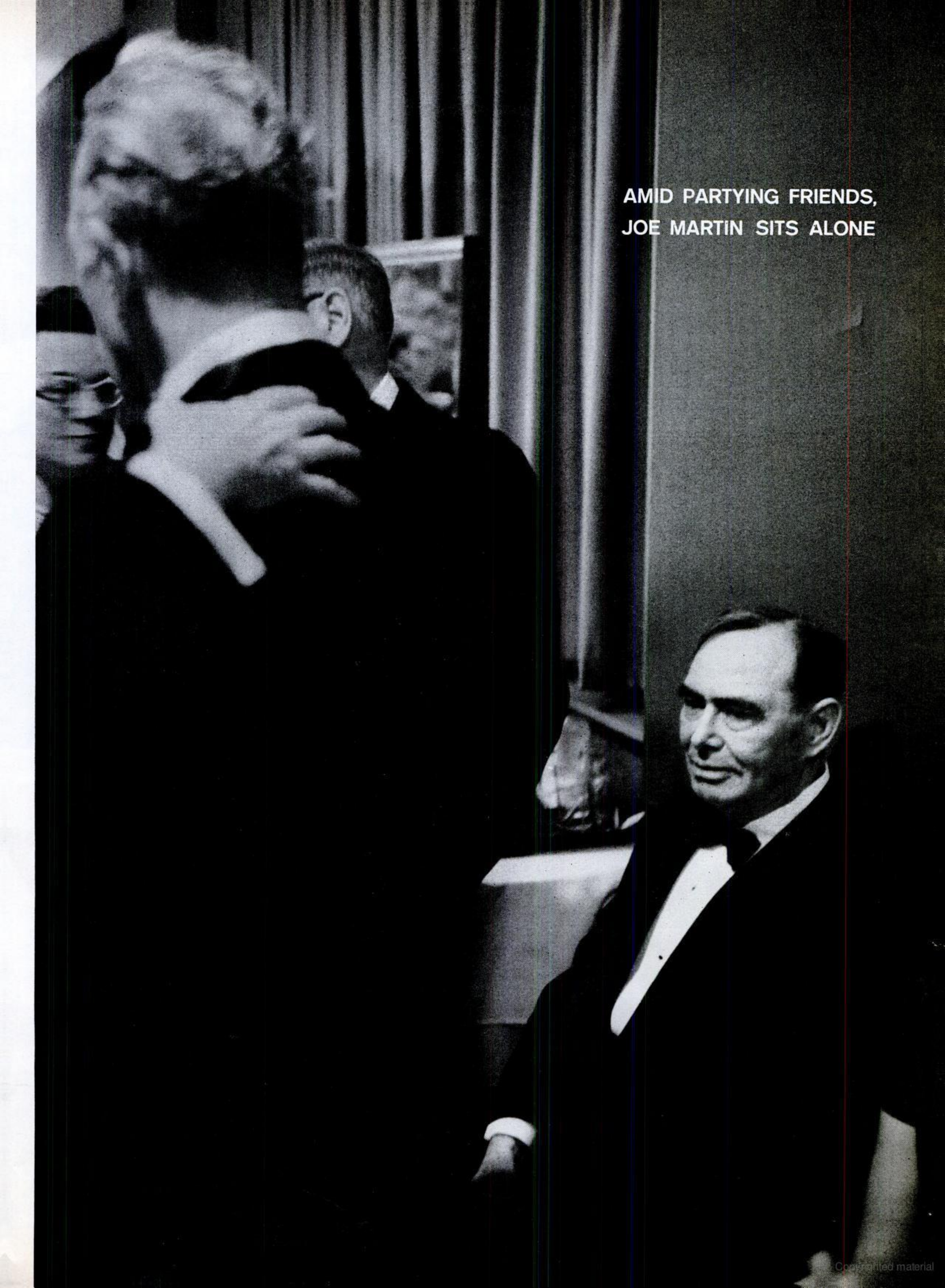
After the call Joe Martin, 74 years old and reduced to the ranks, put his head between his arms and wept.



← **LONELY WALK** after the Republican caucus at which he was deposed takes Joe Martin down a Capitol corridor to the office he must now vacate.

**CONSOLATION** from Korean envoy's wife, Mrs. You Chan Yang, and Mrs. W. S. Culbertson (left), wife of former U.S. diplomat, greets Martin at party.





AMID PARTYING FRIENDS,  
JOE MARTIN SITS ALONE

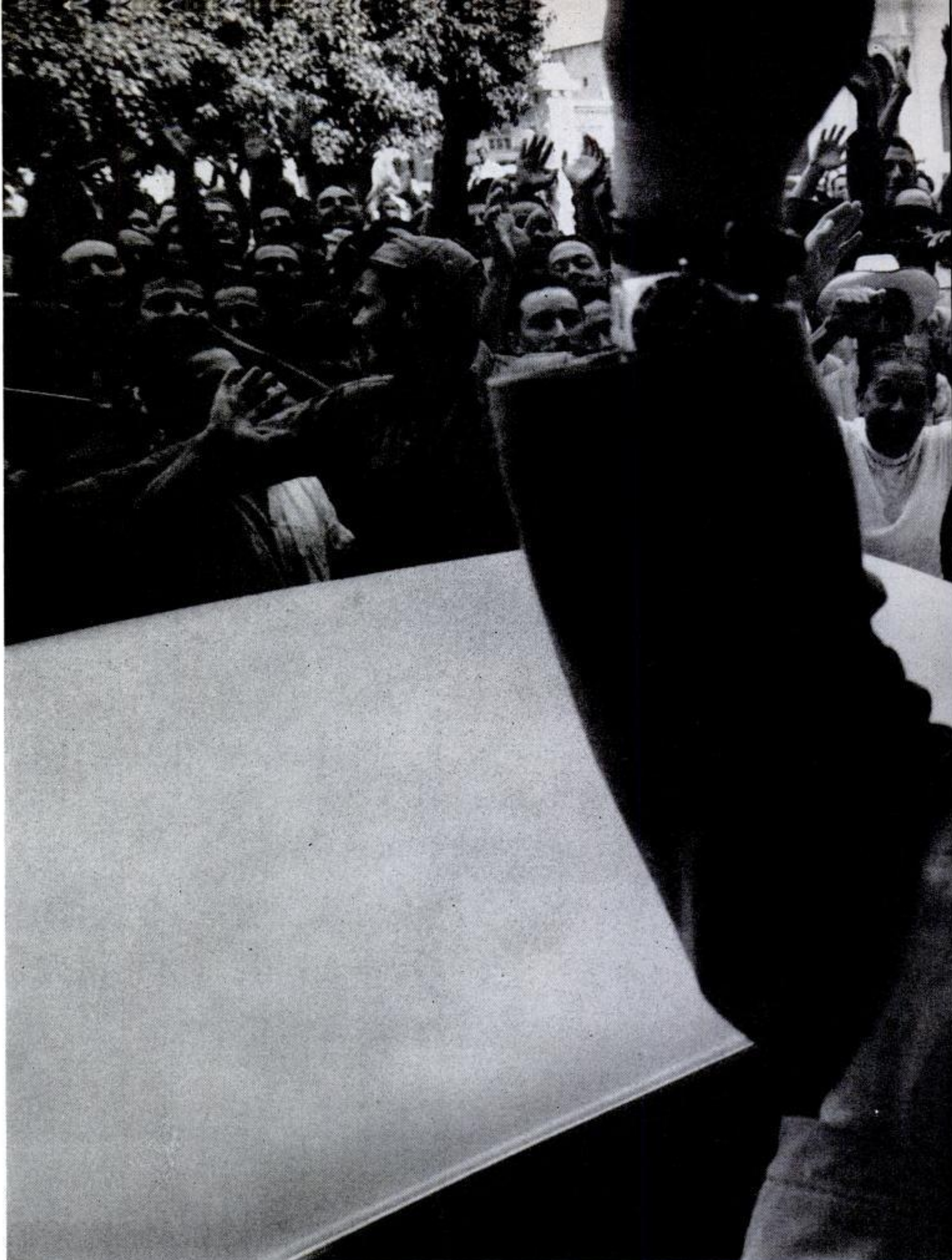




**AMUSED**, Fidel Castro on his cross-Cuba victory tour jokes about poor guns some of his rebels had.



**IRATE**, Castro barks at an aide who forgot papers he wanted. This is during stopover in Camagüey.



ANSWERING A GREAT OVATION IN CIENFUEGOS, CASTRO GIVES A SMILE AND A WAVE. HE ALWAYS WEARS

## LIBERATOR'S TRIUMPHAL MARCH

### Castro calls on Cuba to

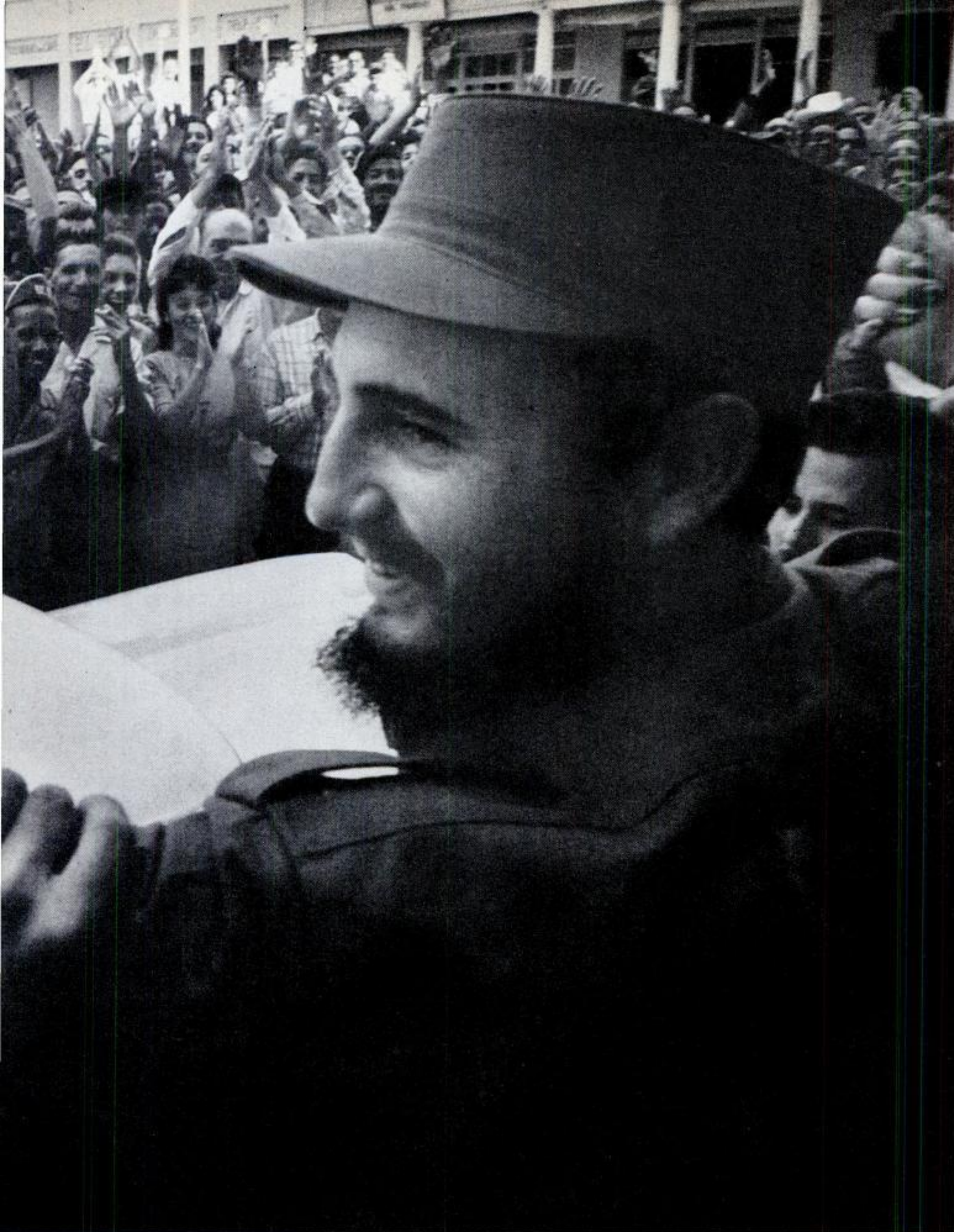
Down from the eastern hills where he had forged his big victory, Fidel Castro last week marched in tumultuous triumph through the towns and villages of post-Batista Cuba. He came not as a dutifully honored conqueror but as a man ecstatically acclaimed by the people he had liberated. His route was lined with teeming crowds of Cubans who waited until deep in the night to get a glimpse of him. They screamed "Viva!", thundered applause and flung torrents of flowers when Castro and his *barbudos* (bearded ones) appeared.

The dead-tired but incredibly tough leader drove himself on his 650-mile political tour as he had in 25 months of battle. Time after time he would deliver impassioned orations, hours in length, exhorting the people to build a new Cuba. "This is going to be a year of work", he



**TIRELESS TALKER**, Castro begins speech at 11:30 p.m. in Cienfuegos main square. He finished at 3 a.m.





TWO WRIST WATCHES SO THAT HE DOES NOT HAVE TO TURN HIS ARM OVER TO TELL WHAT TIME IT IS



SHOW OF HANDS, happily stretched toward him, hails the cigar-smoking rebel chief near Matanzas.

# THROUGH AN ECSTATIC ISLAND

## purify itself and prosper

shouted to the crowds. "We had a quieter life in the hills than we are going to have from now on. Now we are going to purify this country. You must all be heroes in the new time of peace. The Cuban people are intelligent enough to do what they have to do. I tell you, the whole world is talking about the Cuban people."

As Castro at last entered Havana (pp. 30, 31), the whole world was talking about him. Unlike victors in other Latin American revolutions, he seemed to be asking no spoils for his own sacrificial struggle. He was taking no political post but only assuming command of the armed forces—and promising to relinquish that soon. He appeared to be contenting himself with setting a moral example to Cuba. Yet Castro's own policies and the new regime's problems raised some painful practical issues (p. 32).

**NEARING HAVANA,** Castro reaches out to shake the hand of young girl lifted up by jubilant crowd.



CONTINUED





**PAPER SHOWER** falls from Havana Hilton as the rebels march past. Castro has suite in the hotel now.

**SEAFRONT DELUGE** of enthusiastic Havana citizens engulfs vehicles of rebel parade (center rear).



**ORGANIZING HIS REGIME.** President Manuel Urrutia confers with Castro in the town of Camagüey before preceding the rebel chief into Havana. On the left is Armando Hart, a Castro underground

leader and adviser whom Urrutia appointed as the new minister of education. Urrutia had to wait in Camagüey for Castro forces to clear other rebel factions out of the presidential palace in Havana.

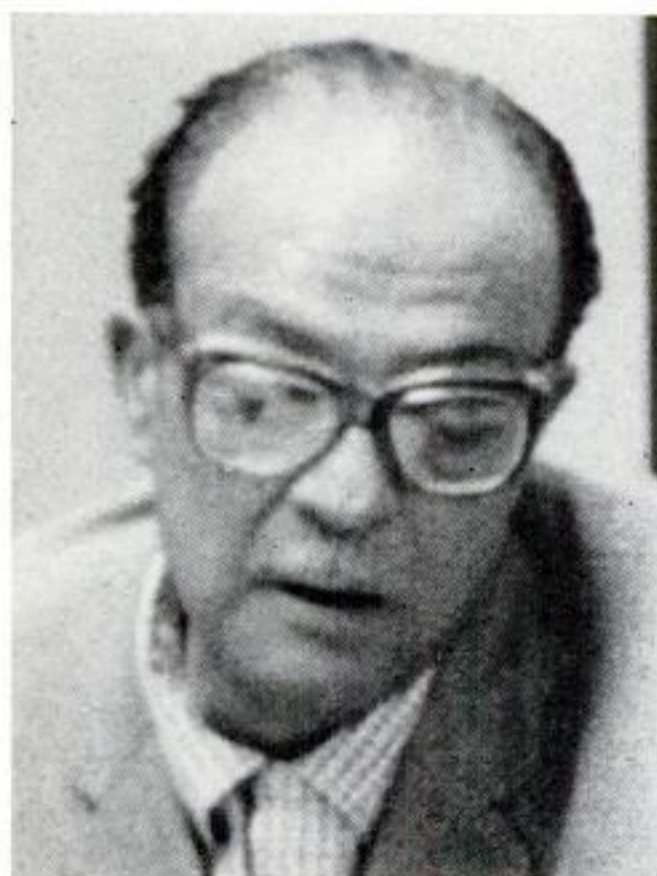
## CAPITAL TURNS OUT AND ALLIES EMERGE

All Havana massed to greet its hero, but some precautions had to be taken. A half-hour motorcade preceded Castro, and his riflemen scanned the city for lingering Batista henchmen or for the odd crackpot. When Castro did come, the popular reception was so great that one Cuban





## KEY MEN OF THE NEW CUBA



**PREMIER** is José Miró Cardona, former dean of Havana bar whom Batista drove into exile because he protested court takeover by the dictator.



**FOREIGN MINISTER** is Roberto Agramonte, one of few cabinet members with political experience. He was once an ambassador, presidential hopeful.



**INTERIOR MINISTER**, Luis Orlando Rodríguez, is lawyer who ran the rebel radio. He plans to clean out political jobholders, reform prisons.



**IN SPECIAL JOB**, Faustino Pérez is in charge of recovering funds taken by Batista gang. He was a member of Castro's original rebel contingent.

admirer cracked, "If Batista could only see this, he'd die."

According to Andrew St. George, the photographer who took the picture on LIFE's cover and has spent more time with Castro than any other correspondent, "Castro used to say in the

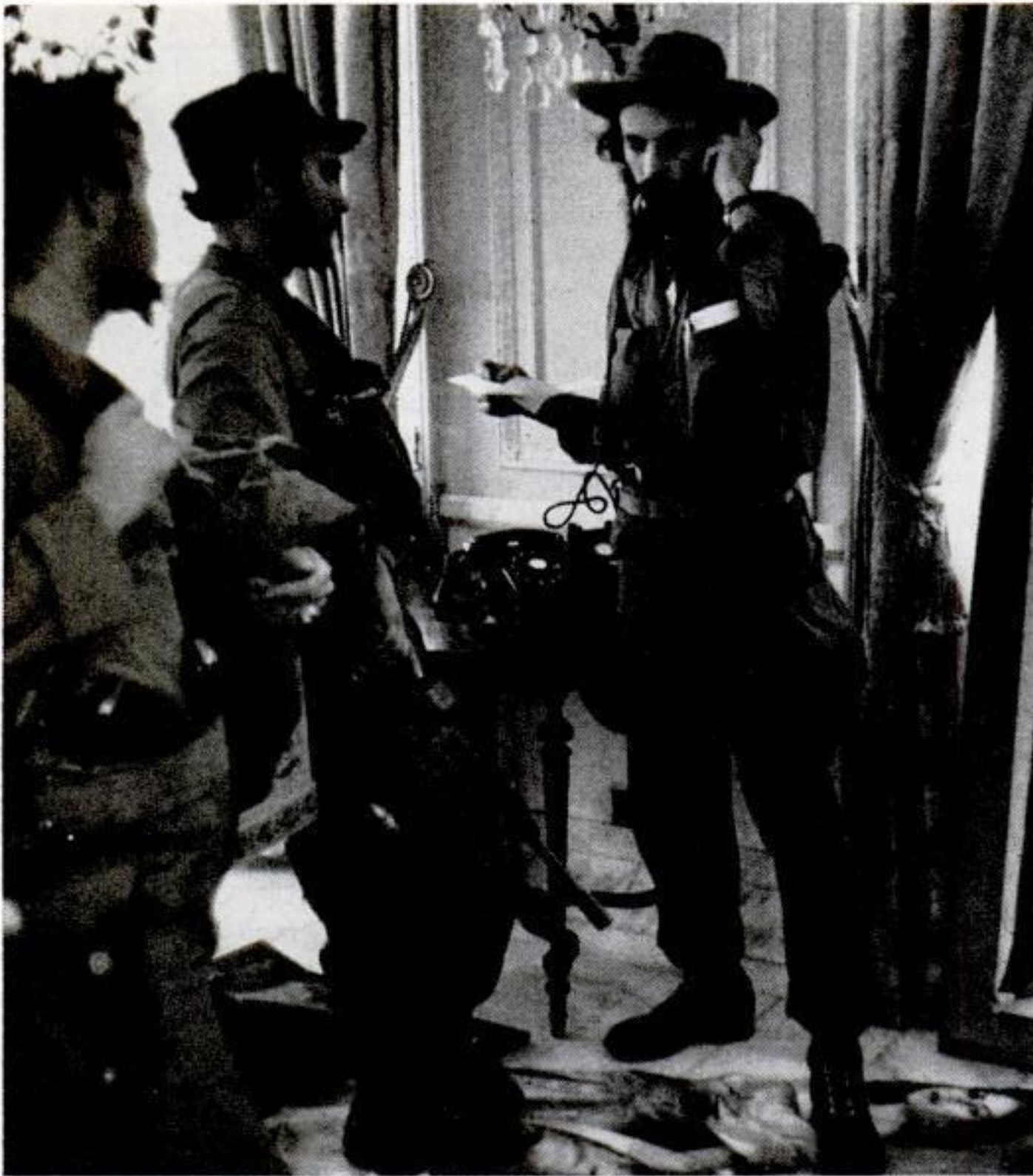
field, 'Our only secret weapon is the human leg.' But in Havana, Castro had a secret weapon too: wealthy and influential supporters who were fed up with Fulgencio Batista and undercut him at every turn." These well-groomed people, headed by Castro's appointee as presi-

dent Manuel Urrutia, now came forward to share the functions of government with the unbarbered fighters. Urrutia appointed a cabinet congenial to Castro. It was composed of honest, impartial men whose principal shortcoming seemed to be a lack of proven political savvy.



**CASTRO'S SON**, Fidelito, who had been living in New York, is held by rebels as he rides in procession.





**UNDER HIS HEEL,** Castro commander Camilo Cienfuegos scuffs portrait of Mrs. Batista as he phones from presidential palace just occupied by his men.

## REBELS TAKE AN EYE FOR AN EYE

Beside the whooping and shouting there were sounds of horror in the Cuban air: the hard voices of rebels summarily condemning Batista police informers and terrorists and the flat crack of rifles irrevocably executing the death sentence. Driven to icy fury and vengeance by the indiscriminate torture and killing that the dictatorship inflicted on their friends, the rebels by the end of last week had executed at least 40 of Batista's accomplices after the briefest of trials. More than 2,000 Batista sympathizers were in jail—most of them the small fry that remained after the dictator and his inner circle had fled.

President Urrutia meanwhile dissolved the Batista congress and its criminal courts. There would be no immediate elections, he declared, and he would rule by decree for 18 months. Changes loomed also for the U.S. in Cuba: amid the upheaval U.S. Ambassador Earl Smith resigned.



**"SHE WILL DIE,"** shouts rebel William Galvis after a summary tribunal convicted Juliana Muñoz of denouncing her pro-Castro cousin and causing his death.



**MOMENT OF DEATH** comes to Colonel Cornelio Rojas, Batista chief of police in Santa Clara, as firing squad bullets rip through him and send his hat flying.





Goodness gracious! Here's a treat!  
Soup that's rich with turkey meat!



**YOU'VE NEVER TASTED SUCH GOOD TURKEY IN YOUR SOUP!** Because Campbell's Turkey Noodle Soup contains all the best parts of turkey . . . tender pieces of both light and dark meat. Just savor those choice morsels of turkey, the rich, full-flavored broth. And those enriched egg noodles that melt in your mouth. Enjoy Turkey Noodle Soup often. It's ready in 4 minutes. Costs only 7¢ a serving, makes a pleasure of the healthy habit . . .

**ONCE A DAY...EVERY DAY...SOUP!**

**Have you had your soup today?**



M'm! M'm! Good!  
Nourishing good  
every time  
... 'cause it's  
Campbell's



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is  
the  
new  
IBM  
Electric



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efficiency

The low, sleek profile and sculptured lines tell you—this is new. The faultless, distinguished look of your letters tells you—this is typing at its finest. The alive, eager response of the individually adjustable keyboard . . . the new IBM 13" Quiet-Glide Carriage that ends the constant crash of carriage stops . . . these and 25 other engineering achievements tell you—here is the most efficient typewriter ever made.

**IBM**



# 1959 EDSEL



Edsel Corsair 4-door hardtop and Villager station wagon

**Makes history by making sense**

**Try it out for size-spirit-and sense!**

The car that makes sense is here—and you should drive it!

You'll find real six-passenger room inside—but *less length outside*. It's much easier to park than long, stretched-out cars. And you'll like Edsel's road-hugging ride and beautiful balance. It's taken off pounds of

useless weight—is much easier to handle than bulky, overweight cars.

You'll also find Edsel gives you plenty of performance without hogging gas. Edsel's four new high-efficiency engines include a thrifty six with a powerful test-track record. And an eager new kind of V-8 that

gives you real power on regular gas! Makes a lot of sense, doesn't it?

So does Edsel's new price. It's now priced with the most popular three—Ford, Plymouth and Chevrolet! For size and spirit—try the car that makes sense!

EDSEL DIVISION • FORD MOTOR COMPANY

**Now priced with the most popular three!**



# THE WARNING OF MECHTA

Mechta (Dream), the artificial planet (p. 98), was as harsh a sign of Soviet space superiority as the first Sputnik. We're sorry to say that it won't be the last such demonstration the U.S. will have to watch in 1959. It was stated categorically last week in a report by the well-informed House Committee on Astronautics and Space Exploration, that the Soviets can now send a man into space—and probably bring him back. The same House committee quotes an expert opinion that the gap between Soviet space progress and our own is now not one, but five years.

In military missilery, the take-off point for space exploration, the U.S. remains significantly behind. We do not possess a large missile we can fire in anger. The Soviets do. This puts us a long way from matching Soviet space and missile superiority—and matching is not enough.

All highly placed officials in Washington know this. So it is all the more perplexing to observe the semiparalysis of direction in our space exploration effort. This affliction is hardly disguised by the professional idiot's grin of Washington spokesmen on the latest Soviet success. ("People realize," said one about Mechta, "that in this space field, first one country will squirt ahead in one direction, then another will push ahead in another.")

The major reason for the space and missile lag is not technical, either. There is nothing wrong with U.S. working scientists, hardware, or the programs on their drawing boards. Where we have failed is in giving to the space and missile programs any fundamental unity of direction, or continuity of effort. This can be fatal in a field which, like that of nuclear energy, demands pure trail blazing in its operating methods. There are no guide rails or directions from past precedents.

The National Aeronautics and Space Administration, it was intended, would direct the over-all space program—no one bothered to explain how this could be distinguished from the Pentagon's "military" space program. But NASA has been having bad countdown troubles. It shares authority with the three services, the Advanced Research Projects Agency in the Pentagon

and the Defense Department's office of Research and Engineering, which is supposed to supervise ARPA, as well as the services. There is also Presidential Science Advisor James Killian's establishment, with no direct authority but decisive powers of persuasion. On the very top is the President's own National Aeronautics and Space Council, which is supposed to make all the big decisions. This body has met only three times since it was established in July.

There is no rhyme or reason for such a dangerous breakdown of functions and functionaries. (Why, for example, does ARPA do development work on the 1.5-million-pound multiple thrust booster engine, and NASA on the 1.5-million-pound single thrust booster?) When conflicts arise, as in NASA's fumbling efforts to assimilate the Army's Redstone arsenal, they flounder for months before anyone hands down even a compromise decision. The command splitting shows itself all the way down the line, too, in bickering between scores of major contractors, some of them working for all of the space agencies at once. NASA's new administrator, T. Keith Glennan, himself admitted last week that we have as yet no long-range space program. George J. Feldman, Chief Counsel of the House Space Committee, puts it more bluntly: "In the law we tried to get something as clear-cut in its power of decision-making as the Atomic Energy Committee. As the [space] organization setup now works out, the principal impression is one of sound and fury."

By and large he is right. The AEC is a convincing demonstration that the U.S. can order the most complicated scientific programs with efficiency and speed—just as convincing as the tightly centralized Soviet space effort. To surpass this Soviet effort, the White House has the choice of making its own authority constantly felt in assigning priorities and establishing schedules, or of concentrating the authority in someone else's hands, which may require more congressional action. Our real thrust problem is not a matter of engines, but of organizing energy. Unless we solve it, the U.S. space program will continue to orbit low and fitfully in a race where second place is not much better than a seat in the stands.

## WE'LL MISS YOU, JOE MARTIN

"I love this House," said Joe Martin to it once. "In this forum is worked the will of the people." That House, and everyone else who knows him well, has reciprocated Joe Martin's feelings for more than 30 years. For 20 years until last week he has been its undisputed Republican leader, because he is loved, because he is a superb political tactician, and because he has never broken his word. "When you make an agreement with Joe Martin," said his steelier but kindred opposite number, Sam Rayburn, "you don't have to remember it. He will."

Joe first earned his leadership by running a successful congressional campaign when the Republican membership was even smaller than it is now (89 seats, which he nearly doubled in the 1938 election). Ever since those New Deal days he has been his party's most consistent nationwide campaigner, and has chaired five (a record) Republican national conventions. He was the Republicans' thread of continuity during their painful transition from the party of Coolidge (which first sent Joe to Congress) to the party of Nixon (which has now dumped him). As Speaker of the 80th and 83rd Congresses, Joe did more than any single man to prove that long and bitter exile from power had not unfitted the Republicans to govern. His legislative strategy underlay the major accomplishments of Ike's first term; he kept his Republicans in orderly rapport with the White House while Bill Knowland's senators went off on ideological or factional rampages. A practical mechanic of statecraft, Joe Martin has never been

either ideologue or factionalist; he has no use for what he calls "political dippy-doo." Though F.D.R. tried to make him a symbol of reaction ("Martin, Barton & Fish"), he has never symbolized anything but personal honesty, plus fidelity to the party line—when he could find it.

The party line got blurred somewhere between 1953 and the 1958 election. It was not for Joe Martin, that friendly engine of harmony, to manufacture what the White House would not. As the play-by-play makes clear (p. 26) Joe himself was not the real target of the revolt that overthrew him last week. Not the House leader, but the party leadership bred the dissatisfaction.

Twice did Ike, in appreciation of Joe's great services, protect him from the assault of Charlie Halleck's ambition. Yet Halleck somehow made more and more trips between Hill and White House, and Joe fewer. Last week Ike stood aside, and the contest was like a painted scene of a snowy antlered kingdom, when the old buck is challenged and overthrown for no clearer reason than that he can be. No policy issue, no divergence of aims; just comparative age (Halleck, 58; Martin, 74). Will the White House now have a livelier band of supporters and informants in the House? Let us hope so. But Charlie Halleck's Republicanism will need at least as much guidance and backing as Joe Martin's got; and that wasn't enough to crown Joe Martin's long and able service to the nation with the rewards he deserved. But he does have deep and universal affection.



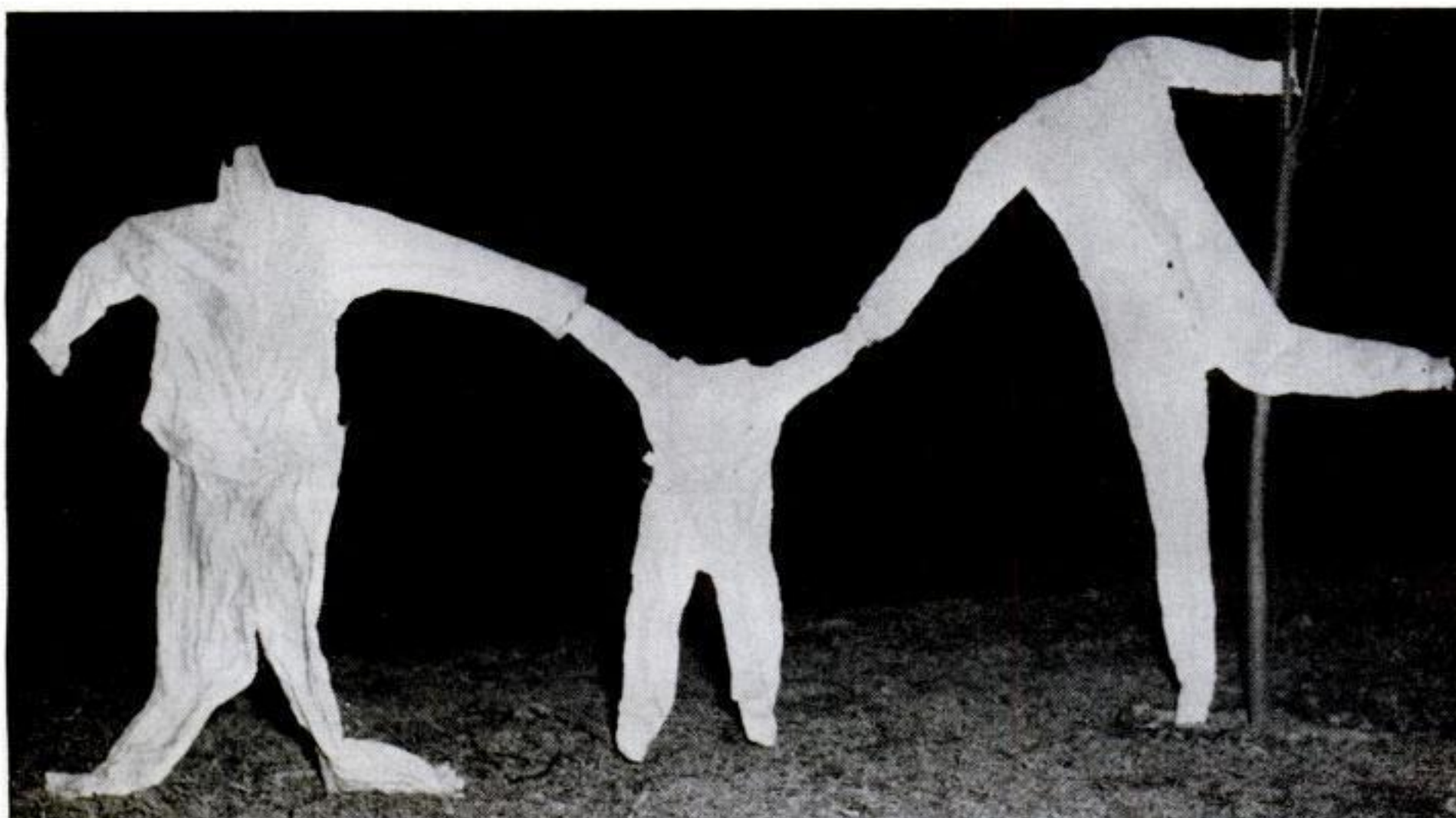
# A LOOK AT THE WORLD'S WEEK



## A CONGO RIOT FOR INDEPENDENCE

For two frightful days native rioters raged through the streets of Leopoldville, capital of Belgium's vast African Congo colony, smashing everything they could lay their hands on.

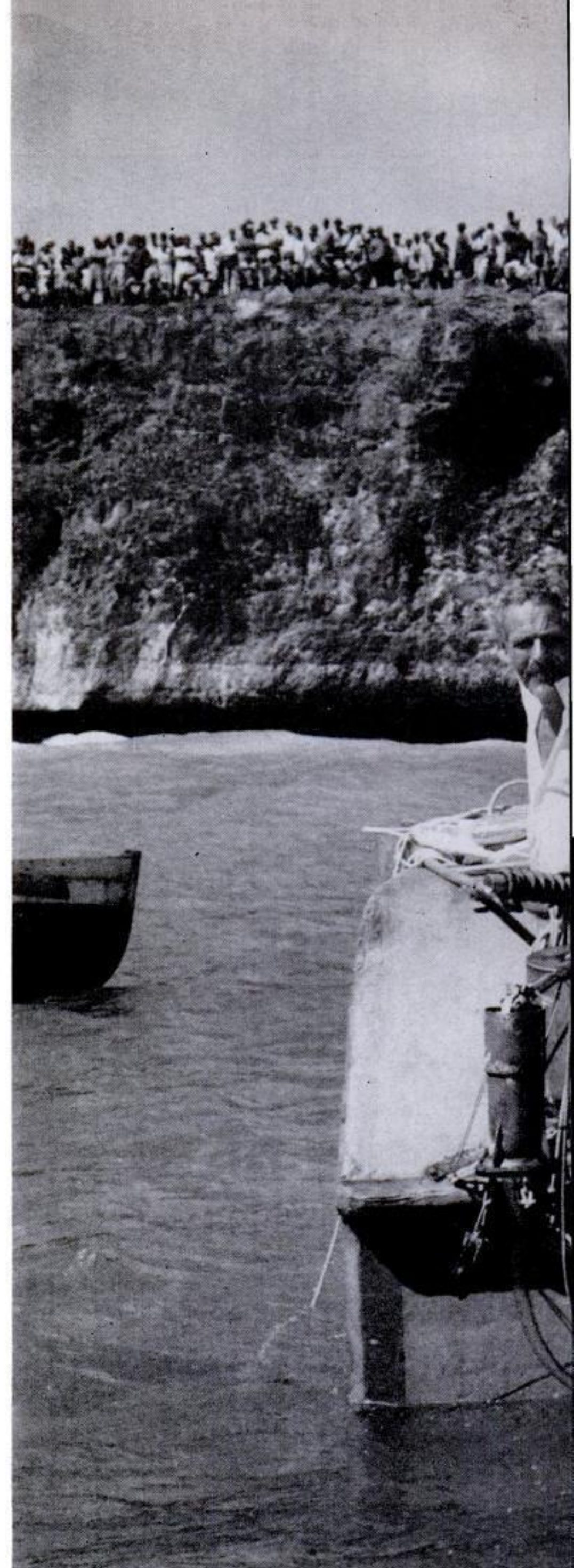
When troops finally restored order, scores of people were dead. The tragedy began as a demonstration for independence—already granted by England to the neighboring state of Ghana.



## A WILD AND WOOLEN WINTER'S DANCE

A long blast of icy arctic air left most everybody—and everything—in a large part of the U.S. frozen stiff. This included a family of long johns uncovered and choreographed by

an eager photographer in Washington, D.C. There, as in Kansas City (which one day was colder than Anchorage, Alaska), it made good sense to get into a flap about the weather.







### DAFT RAFT'S LANDFALL

A daft, daring and thoroughly British adventure came to a happy end when *The Small World*, a 15½x8-foot balloon gondola turned boat, reached Barbados, B.W.I. Her crew, English businessman Bushy Eiloart (*left*), his son Timothy (*right*), Artist Colin Mudie and his wife, prepared the vessel as a seaworthy gondola for a balloon in which they hoped to fly the Atlantic from the Canary Islands. Four days out a storm forced them to cut loose the balloon and take to water but they had set a new world record—94.5 hours—for balloon flight. They reached land 20 days later and won praise from balloonist Lord Ventry who cabled, "JOLLY GOOD SHOW FOR ENGLAND."

### FLASH FIRE'S AFTERMATH

Firemen explored wreckage of a Syracuse University barracks after a mysterious flash fire burned it to the ground. Seven Air Force men assigned to the university died in the flames.







### STIR OVER LADY IN STIR

New York *Herald Tribune* TV Columnist Marie Torre arrived at a Jersey City jail to begin a 10-day sentence for refusing to name the source of an unflattering story she wrote on Judy Garland. As she settled in, a congressman introduced a bill to protect newsmen's sources.

### HOT TIME OFF THE ICE

Charging hotly off the ice in Hershey, Pa., the Springfield, Mass. hockey team lit into booing fans as a Hershey man (white jersey) tried to aid them. Springfield won the game, at least.



### A NEW FRENCH PRESIDENT AND HIS NEW CABINET

In the Elysée Palace Charles de Gaulle, newly inaugurated as first president of the Fifth Republic, posed with the 28 officials and cabinet members of his government. Among them are the new premier, Michel Debré; Minister-Delegate Jacques Soustelle (to left and right of De Gaulle); Felix

Houphouët-Boigny (beside Debré), Minister of State for African affairs; Antoine Pinay (front, far left), in charge of economic reform; Foreign Minister Maurice Couve de Murville (front, third from right). Woman is Algerian deputy, Nefirra Sid Cara, State Secretary for Communications.



## Swing-Out Shelves



bring food within easy reach! Shelves are adjustable—and strong.

All shelves lift out...

# SWING-OUT SHELVES, BIG ROLL-OUT







MEET THE ONE THAT MAKES DRIVING FUN—  
COSTS LESS TO BUY, MUCH LESS TO RUN

## THE **LARK** BY STUDEBAKER

Here's common sense on wheels in a smart new size and style. Big six-passenger room inside, but far shorter outside than conventional cars. Far easier to handle, too. Parks where others can't, makes a cinch of traffic. And far more friendly to your pocketbook. Scads of scamper in either the six or V-8 on *regular, low-cost gas*—miles and miles on a mere hatful. Built to cut insurance, maintenance and repair expense, bring family driving costs down to a carefree, sensible level. All this, with unique, lively styling (looks like no other car) and tasteful luxury interiors. See, drive, compare The Lark today at your Studebaker Dealer's and discover your new dimension in motoring. It's smart, sensible, spirited — The Lark.

Other models—2-Door Sedan, Hardtop and Station Wagon.

Prices start under \$2000

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or easy cleaning of refrigerator interior or shelves.

# FREEZER and NO COILS ON BACK

*These are the most important work-saving conveniences in refrigerators today... and you can get them all only in the new Straight-Line General Electric Refrigerator-Freezers... with Automatic Defrosting in the refrigerator.*



Big Roll-Out Freezer glides out at a touch. It's a zero-degree freezer with 5-cubic-foot capacity. Two big compartments are removable for cleaning... make storing and organizing easier and quicker.



Straight-Line Design fits flush into corner. No coils on back mean no dirt-collecting waste space. Front lines up evenly with cabinets—does not stick out. No waste space at side for door clearance.

**M**OST IMPORTANT work-saving feature of the new General Electric Refrigerators is the new handier-than-ever shelves. You can swing all three shelves all the way out, so that every single item of food is right out in front of you—at your fingertips. No more fumbling or spilling. No more “forgotten” foods at the back of the shelf.

So sturdily built... actually tested to support more than 150 pounds... more than you'll ever need to put on a shelf.

Space between these General Electric Swing-Out Shelves can be adjusted by simply pressing a button and sliding a shelf up or down to suit yourself. It's that easy!

And you can rearrange the loading of these shelves as you like, putting milk bottles on the bottom shelf, for instance, where you can take them off more easily.

Other conveniences available in the new General Electric include: Automatic Defrosting in the refrigerator... Swing-Out Vegetable Bin, butter conditioner and egg tray... ice ejector trays which drop cubes into large ice cube storage container... adjustable and removable door shelves... Mix-or-Match colors.

Today's General Electric Refrigerators come in capacities to fit your family needs... and in prices to fit your budget. See your G-E dealer and he'll show you a bargain. Ask about his easy terms and trade-in allowances.

Household Refrigerator Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.



*Progress Is Our Most Important Product*

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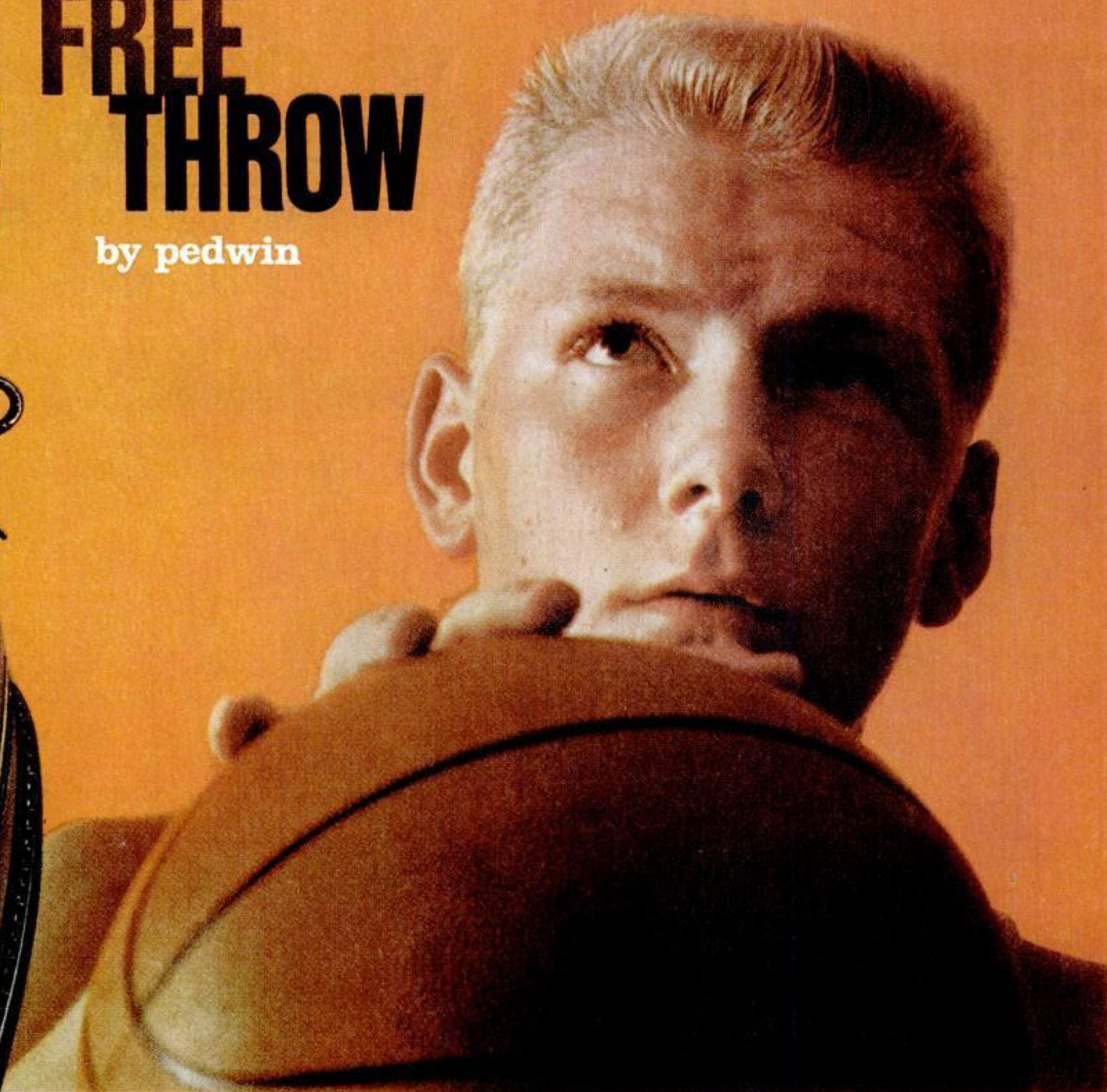
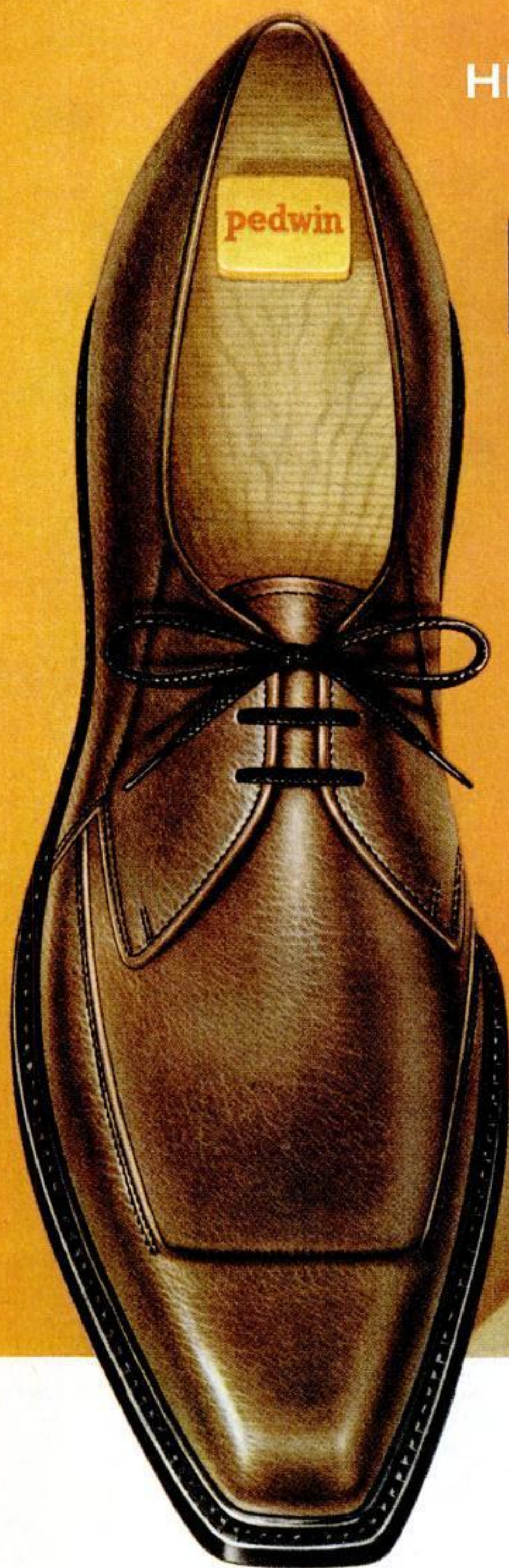
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MEN DEMAND

**FREE  
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Racking up points . . . popularity-wise . . . is a breeze for you in these square-toe brogues. Their rugged lines give 'em a look with muscle in it. Featured in Desert Tan . . . also in Black or Cordo. Pedwin Division, Brown Shoe Company, St. Louis.

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## CLOSE-UP



IN Rungstedlund, Denmark, where she wrote her books (*Seven Gothic Tales*, *Winter's Tales*, *Last Tales*, *Anecdotes of Destiny*), Isak Dinesen talks of her aristocratic turn of mind.

*"There is something to be said for the old order of things. They say I'm a reactionary. Perhaps so, for if I were rich I think that slaves would be the great things to have. And as fast as a horse can go is fast enough for me. Yes, I have been attacked about this aristocracy thing. But oh, I do believe in democracy—although I think it has been misused."*

# A Tale-weaving Sorceress

**I** MYSELF," says an elegant old man in one of Isak Dinesen's tales, "do not think I could ever really love a woman who had not, at some time or other, been up on a broomstick." Miss Dinesen might have been writing about herself. At 73 the renowned Danish author, frail as a moth's wing yet still incredibly energetic, has assumed with humorous relish the witchlike traits of many of the characters who people her strange stories.

The sorcery of Miss Dinesen's style has by now given *Seven Gothic Tales*, which appeared in 1934, the status of a literary classic. Like her following books (the latest is *Anecdotes of Destiny*, Random House), it contains tales

touched by the supernatural and embroidered with romance—rich, extravagant stories of aristocratic heroes and heroines against glittering 18th and 19th Century settings.

Miss Dinesen herself is an aristocrat, in private life Baroness Karen Blixen-Finecke. From 1914 to 1931 she lived an adventurous life in Africa, hunting big game and later managing her Swedish ex-husband's Kenya farm. Last week she arrived in America for her first visit. "They don't like me too much in Denmark—perhaps I'm too fantastic," she remembered. "Hans Andersen wrote fantasies but that was years ago and they've forgiven him. They have a more open mind in America. Yes, they like fantasy here."

CONTINUED





In an inn on Elsinore waterfront Miss Dinesen has her usual lunch of oysters.

*"I have been living for two years on oysters because they are among the few things I can take. When they are out of season it is a dreadful thing. I live on asparagus and artichoke."*



SHE touches Shakespeare plaque on Kronborg Castle in Elsinore, setting for *Hamlet*.

*"I've seen Hamlet so many times here. I wish now I could go to see it without having seen it before. I couldn't have lived without Shakespeare."*

Miss Dinesen peeks eerily out living room window of her house on windswept Danish shore.

*"There's a ghost in this house, you know. He's the ghost of the poet Ewald, who once lived here. I hear his steps as he wanders among the rooms."*





For framing! Four colorful fruit pictures like this (each different). Send label from any variety of Kraft Jellies or Preserves to Kraft, Box 782, Chicago 77, Ill., with 25¢ in coin to cover mailing. (Void where restricted.)

Now that we've taken their picture we'll take them back to our kitchen, pick off the green stems, and "cool-cook" them our special, secret way. The next time you see them, they'll be labeled Kraft Strawberry Preserves and look like this. → Start loving them tomorrow on your breakfast toast.

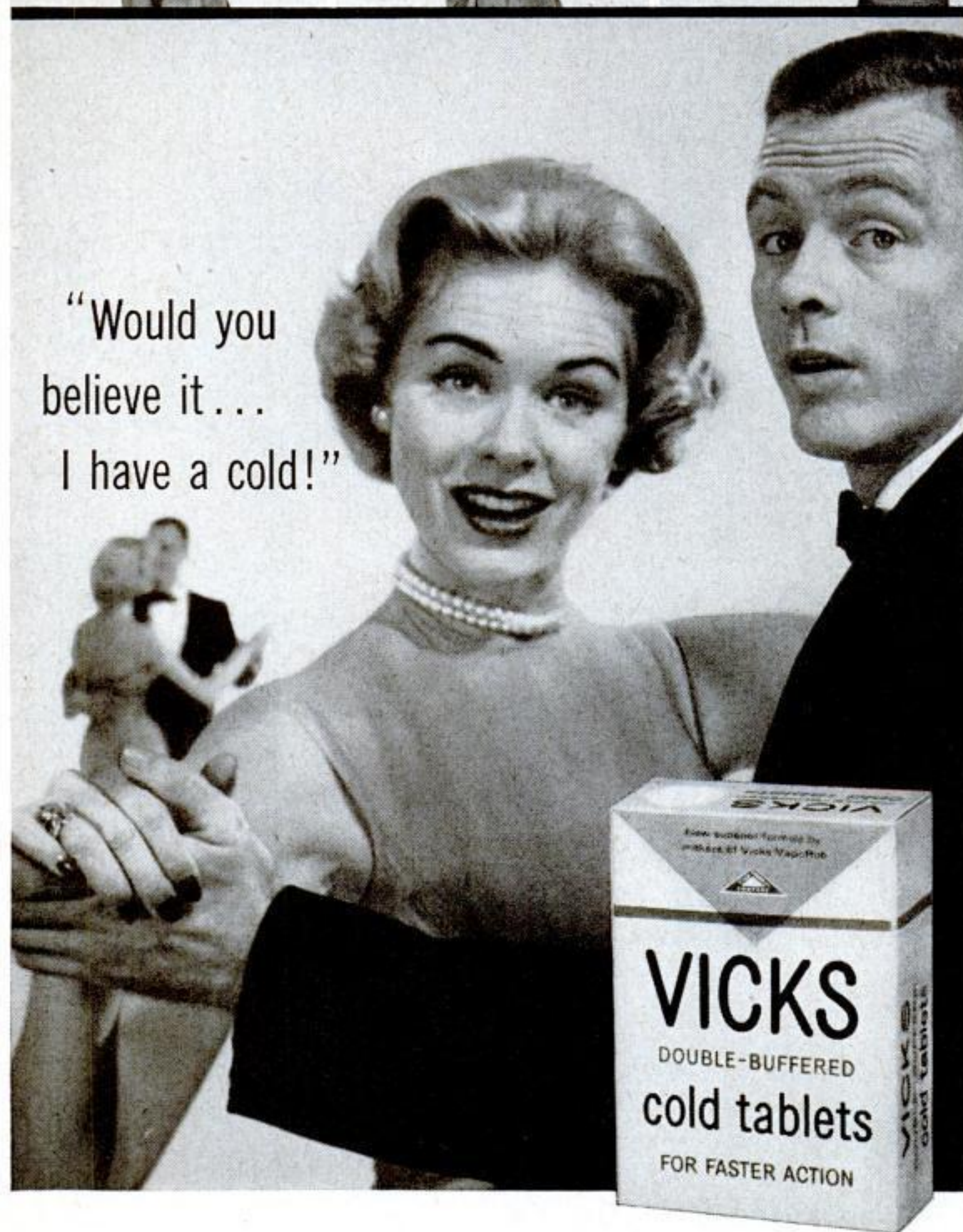
**They're fresh-fruit good!**



In Canada, too!

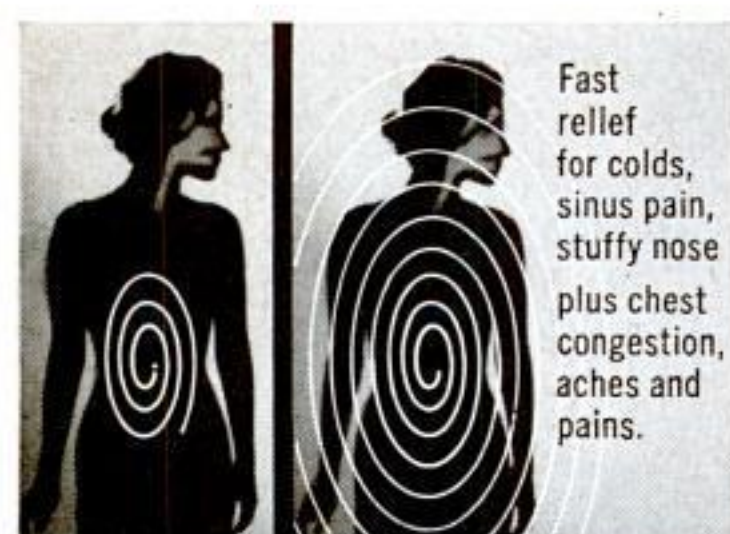
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## New Vicks Double-Buffered Cold Tablets act to relieve colds, sinus pain 53% faster

than other leading antihistamine cold tablets



While the other leading antihistamine cold tablets are only partially at work...

New Vicks Double-Buffered Cold Tablets have already rushed cold-and-sinus pain relievers into the body 53% faster.

**1. Double Buffered for faster action...** cold-and-sinus pain relievers rush into the body 53% faster than those of other leading antihistamine cold tablets tested. Proved at a famous university!

**2. Relieve colds congestion and blocked sinuses...** promote sinus drainage. Relieve sniffles, sneezes, stuffy nose, too—relief that aspirin does not give. Relieve sore throat, chest congestion, body aches and pains.

**3. Pick you up fast...** relieve that tired, dragged-out feeling of a cold with two stimulating "pick-up" medications.

**NEW Vicks DOUBLE-BUFFERED cold tablets**

## DINESEN CONTINUED



BARONESS BLIXEN with African shield and spear imitates a visiting chieftain for Secretary Clara Svendsen. Her experiences are told in her only nonfiction work, *Out of Africa*.

*"When the chiefs came to talk they'd plant their spears like this, then step back and speak, in such great pride. I could speak Kikuyu and Swahili, oh, very well. For me Africa was a great passion, leaving it a great sorrow."*



At home she greets servants and children. Coachman Alfred Petersen (center) has been at Rungstedlund for 63 years.

*"Alfred is such a tyrant. When I came back from Africa I wanted to wear trousers but I could tell he didn't approve. And he doesn't like for me to earn money. He likes me to inherit money, but I am very bad about inheriting money. I never inherit any at all."*



everybody sings the praises of

# Cherry Nugget



*Sealtest*  
TRADE MARK  
**ICE CREAM**



MORE PEOPLE ENJOY  
*Sealtest*  
THAN ANY OTHER  
ICE CREAM

Tune in the  
"Bat Masterson"  
Show  
Wednesday nights  
on NBC-TV



# HOUSES ARCHITECTS

Although most men may look upon their homes as their castles, an architect is apt to consider his a laboratory. To try out his ideas on housing, he and his family may dine in semicaves, sit on pedestaled chairs, sleep in underground bedrooms or grow gardens on their walls. Such innovations

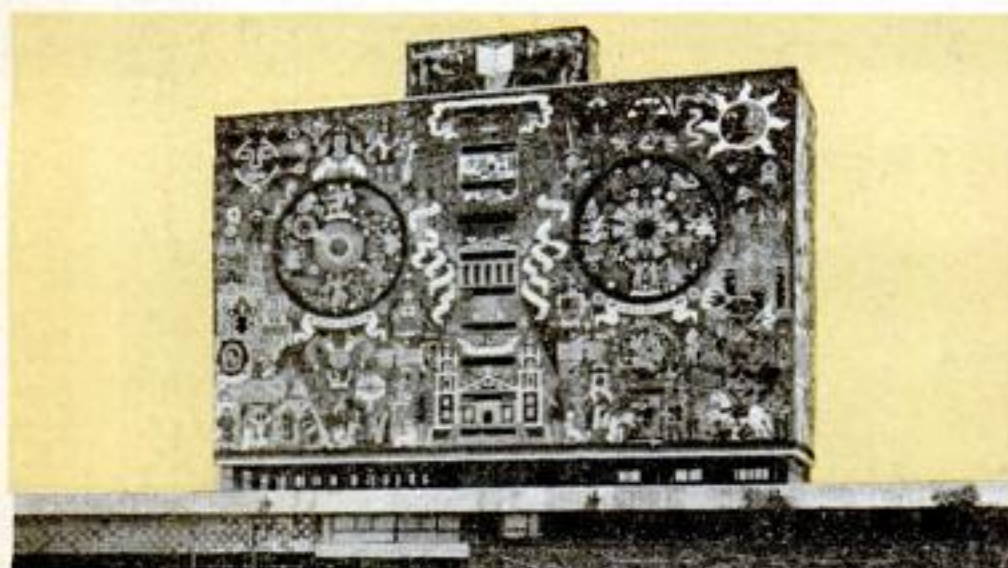
are sometimes simply expressions of the architect's personal taste, but often they are purposeful experiments in more practical or more commodious modes of living.

To show what architects have dreamed up for themselves LIFE visited the houses of four of the world's top designers. Three

of these were especially designed by the architects to serve their own theories and requirements. The fourth was a century-old house adapted to modern needs. Some of the houses shown on these six pages have already become architectural landmarks, attracting hosts of professional



IN LIVING ROOM UNDER LEDGE WHICH FORMS CEILING, JUAN AND HELEN O'GORMAN SIT DOWN FOR CUP OF COFFEE. TROPICAL PLANTS GROW ON WALL BELOW



MEXICO UNIVERSITY LIBRARY

## MOSAIC-MAD GROTTO NEAR

Most bizarre of all architects' homes is the volcanic stone grotto outside Mexico City created by Mexico's Juan O'Gorman, who designed Mexico University's mosaic-encrusted library (*left*). Before building his storybook structure, O'Gorman (whose father was Irish) lived in a boxy, concrete house which he had designed in the best Bauhaus style. But in 1951, impressed by Frank Lloyd Wright's principle of

designing according to the look and materials of the local landscape, O'Gorman bought a rocky site and began to hew out and piece together his present home.

The house is built around a volcanic rock formation with a rough overhanging ledge that serves as the roof of the living and dining room (*above*). Adjoining this grotto is a tower, built of the same stone and containing two bedrooms



# LIVE IN

builders and curious laymen. But what a visitor may see one day may not be around the next. For architects can rarely resist altering, redesigning or starting all over again from scratch. Says Japan's Kenzo Tange, "An architect is never satisfied. He has new ideas popping up all the time."



SKYLIGHT. GIANT FLOWERS AT LEFT ARE PAPER

## MEXICO CITY

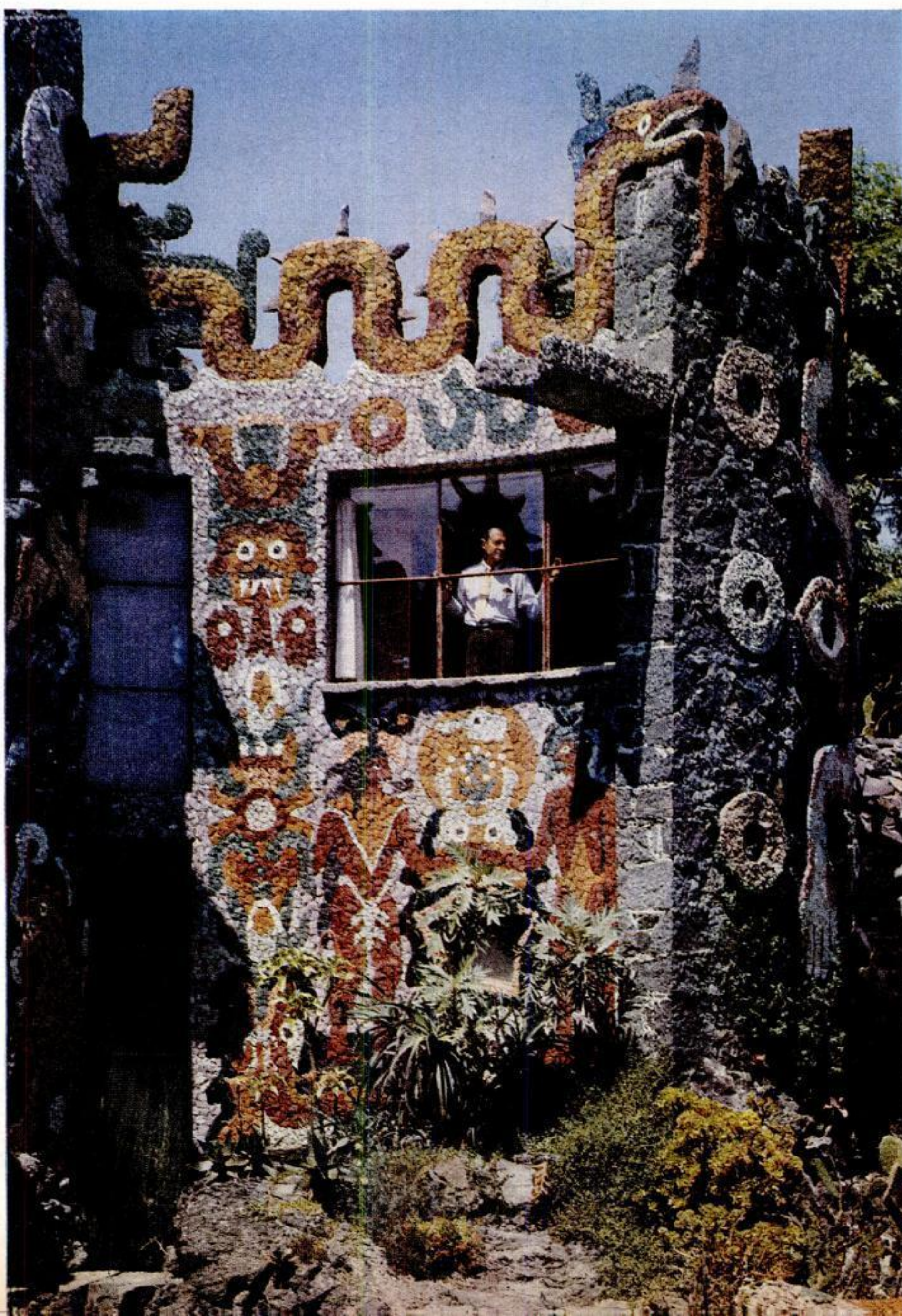
and a bath. The exterior of the house is completely covered with mosaic designs based on ancient Mexican Indian symbols. Many of them were put together by O'Gorman himself. Since it was finished the house, which cost \$8,000, has brought O'Gorman thousands of visitors but no repeat orders. "It is too nonconformist for Mexicans," he explains. "But it could be the beginning of a new regional tradition."

CONTINUED



FACADE of house (above) is a jumble of colorful designs made of stones culled from all over Mexico.

TOWER (below) where O'Gorman has bedroom has crenelations in the shape of Aztec serpent-god.







LIGHTS FROM TANGE'S HOUSE-ON-STILTS GLOW THROUGH TWILIGHT IN TOKYO SUBURB. GLASS WALLS ARE MADE SEMI-OPAQUE BY INTERIOR PAPER SCREENS

## THE NEW AND OLD IN JAPAN

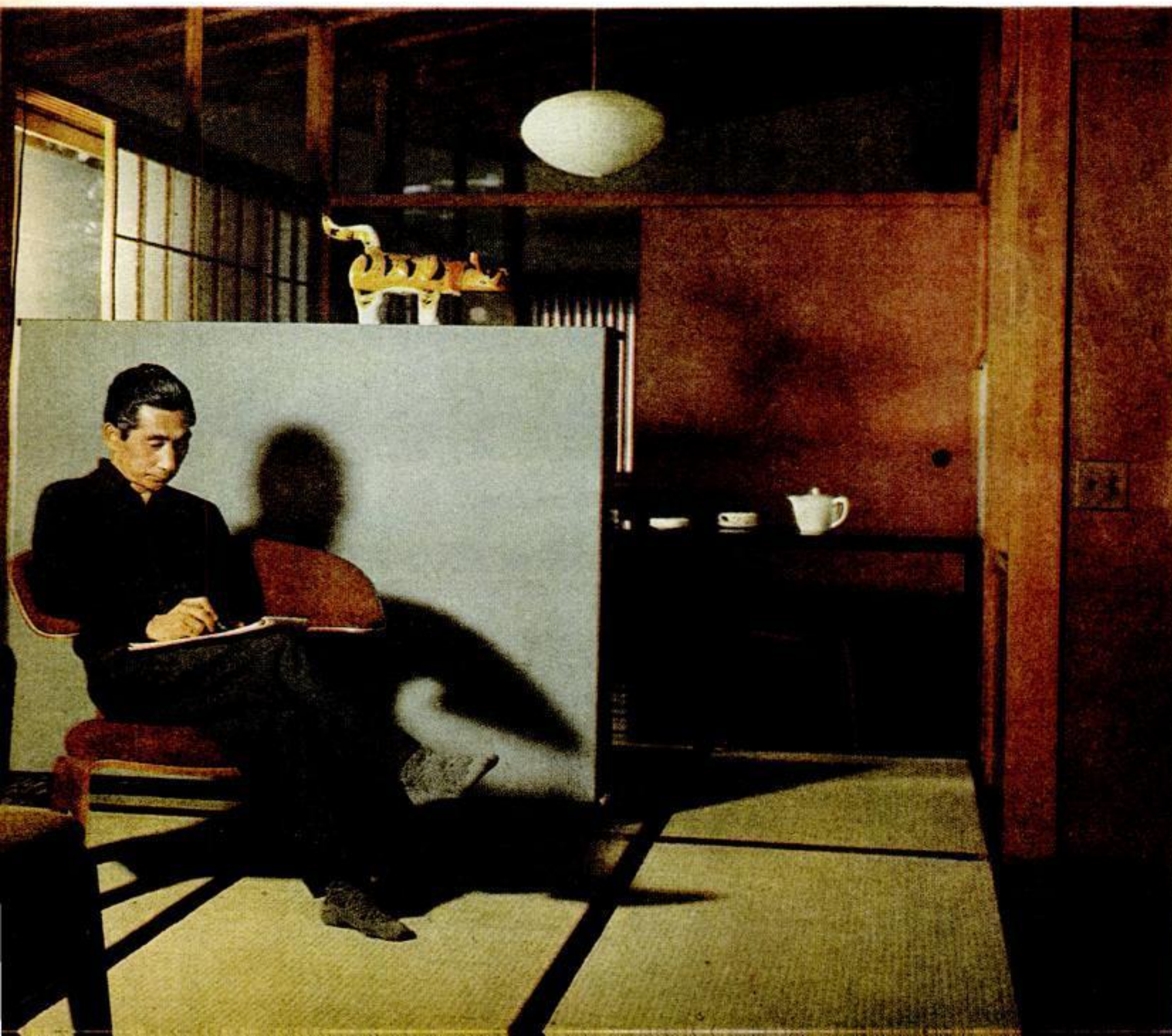


SHIZUOKA CONVENTION HALL

Though he is renowned in Japan for his striking modern buildings like the convention hall shown directly above, Kenzo Tange is an admirer of traditional Japanese design. When he planned his own house in 1952, he designed it in the familiar rectangular shape of Japanese homes, with sliding walls and an overhanging roof. But breaking with tradition, he placed the house on columns to allow for privacy in his living quarters and to give an added sense of spaciousness to the surrounding garden.

Inside the house Tange again merged modern and traditional styles. The rooms are separated by sliding panels and floors are covered with the customary *tatami* (straw mats). But the house is equipped with chairs, high tables and other untypical furniture, all of modern design. The house cost \$11,000 and has made a hit with most visitors, many of whom try to get Tange to copy it for them. But Tange himself has already lost interest in it. "I'm not satisfied with my house anymore. I'm going to design another one as soon as I find time."

**IN FOYER** outside of his dining room Tange sits shoeless in an upholstered chair of his own design.

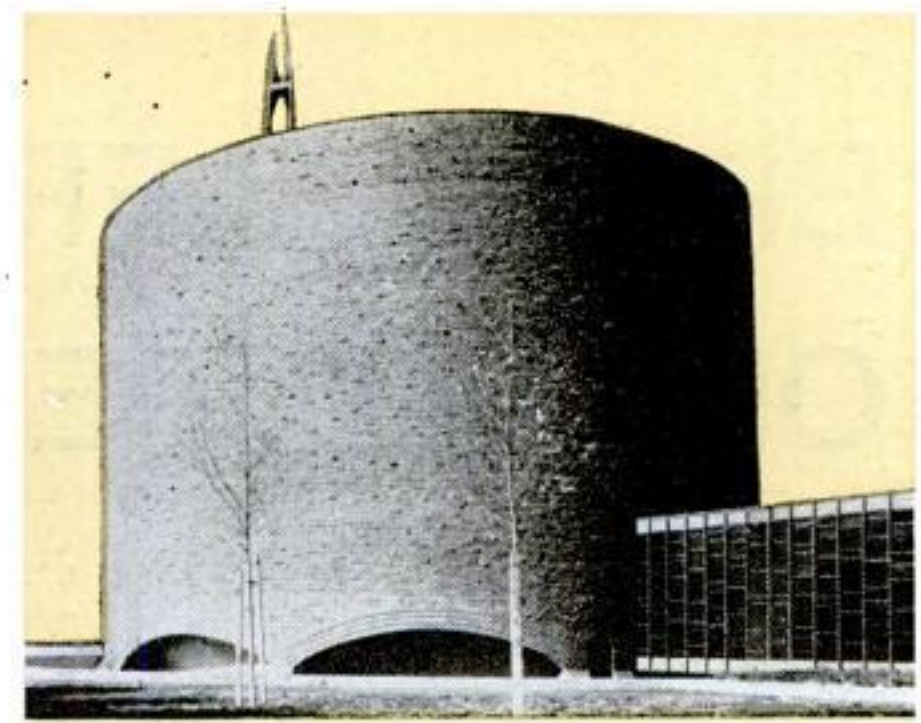




# OLD AND NEW IN AMERICA



FACADE IS DOMINATED BY GLASS PARTITION SEPARATING OLD HOUSE (RIGHT) FROM NEWER SECTION



MASS. INSTITUTE OF TECHNOLOGY CHAPEL

America's Eero Saarinen has been so busy dreaming up prizewinning structures like the M.I.T. chapel above that he has never found time to build his own home. In 1944 he settled for an old brick house outside Detroit and little by little he has remodeled and invested it with modern touches. Biggest alteration was the installation of a huge window over the front door. The window was designed to provide light for the interior stairway and serve as a link between the Victorian part of the house and a wing built in 1923. This, Saarinen admits, was one of the hardest jobs he has tackled. "One doesn't think Victorian these days."

Inside, the house has taken on a modern look. Everywhere are samples of Saarinen's furniture from his early molded plywood chairs right on to the plastic pedestal chairs and padded "womb" chair, so-called because of its enveloping shape. One of these days Saarinen expects to build his own house. "The only logical kind would have two floors, a glass box above ground and a windowless box below ground. For a bedroom you need only a dark cave."



**SAARINEN'S STUDY** is equipped with three varieties of Saarinen furniture: a blue "womb" chair, a plywood chair (next to the bookcase) and a white pedestal

chair. In the left foreground is a newly designed aluminum base for a lower pedestal chair and on the wall in the rear are trial sketches for more chairs.

CONTINUED



# BRAZIL AERIE OF CONCRETE

Brazil's star architect, Oscar Niemeyer, designer of his country's new capital of Brasilia (LIFE, July 14), is famous for his startling designs of poured concrete, like the school auditorium in Belo Horizonte (*above, right*). Using similar shapes of curving concrete, he has built himself an extraordinary house that perches like a broad-winged bird on a mountain south of Rio.

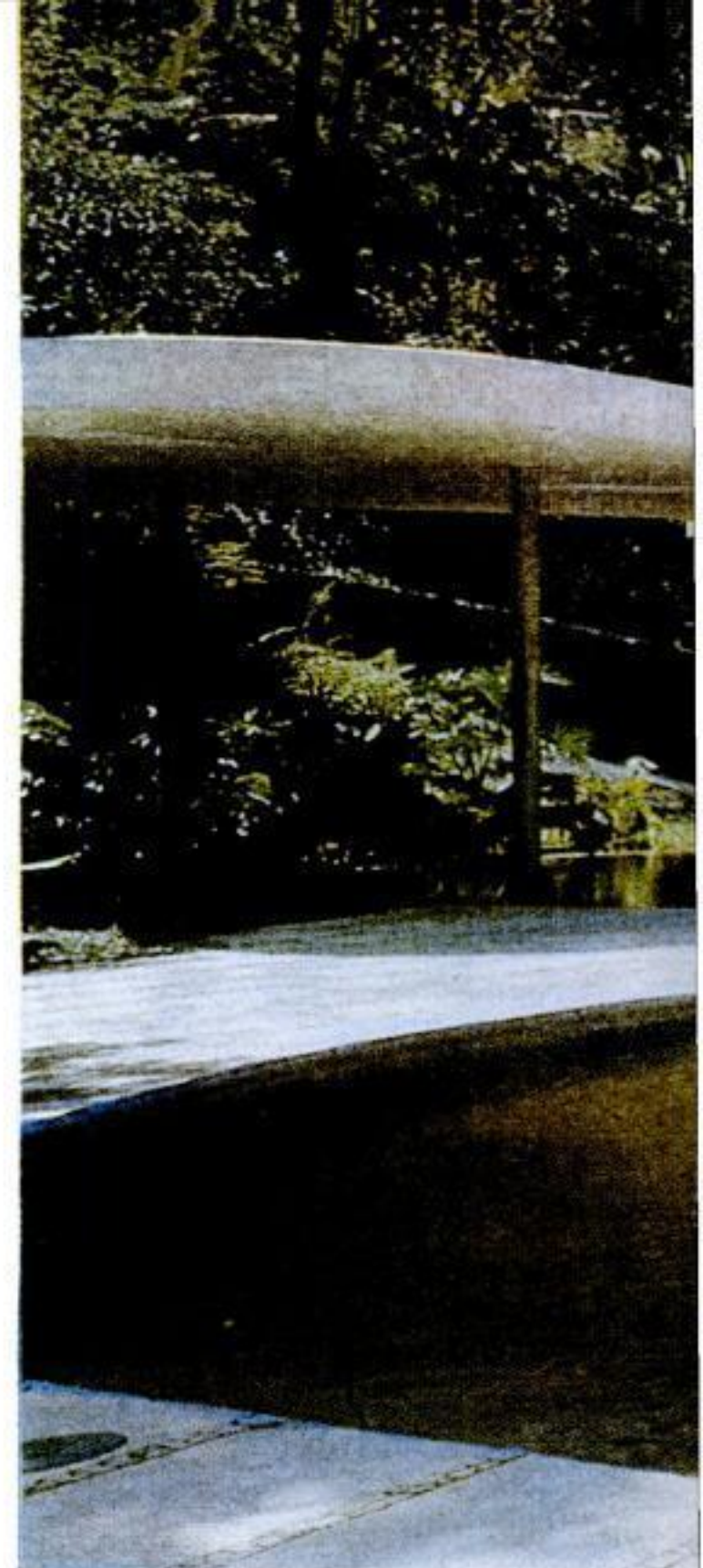
This architectural aerie is built into and around a rocky site overlooking the ocean. The main floor, containing the living room, has walls of glass and a gracefully expansive roof that shields the interior from the tropical sun. A basement floor contains bedrooms, a sitting room and Niemeyer's study. Some of the



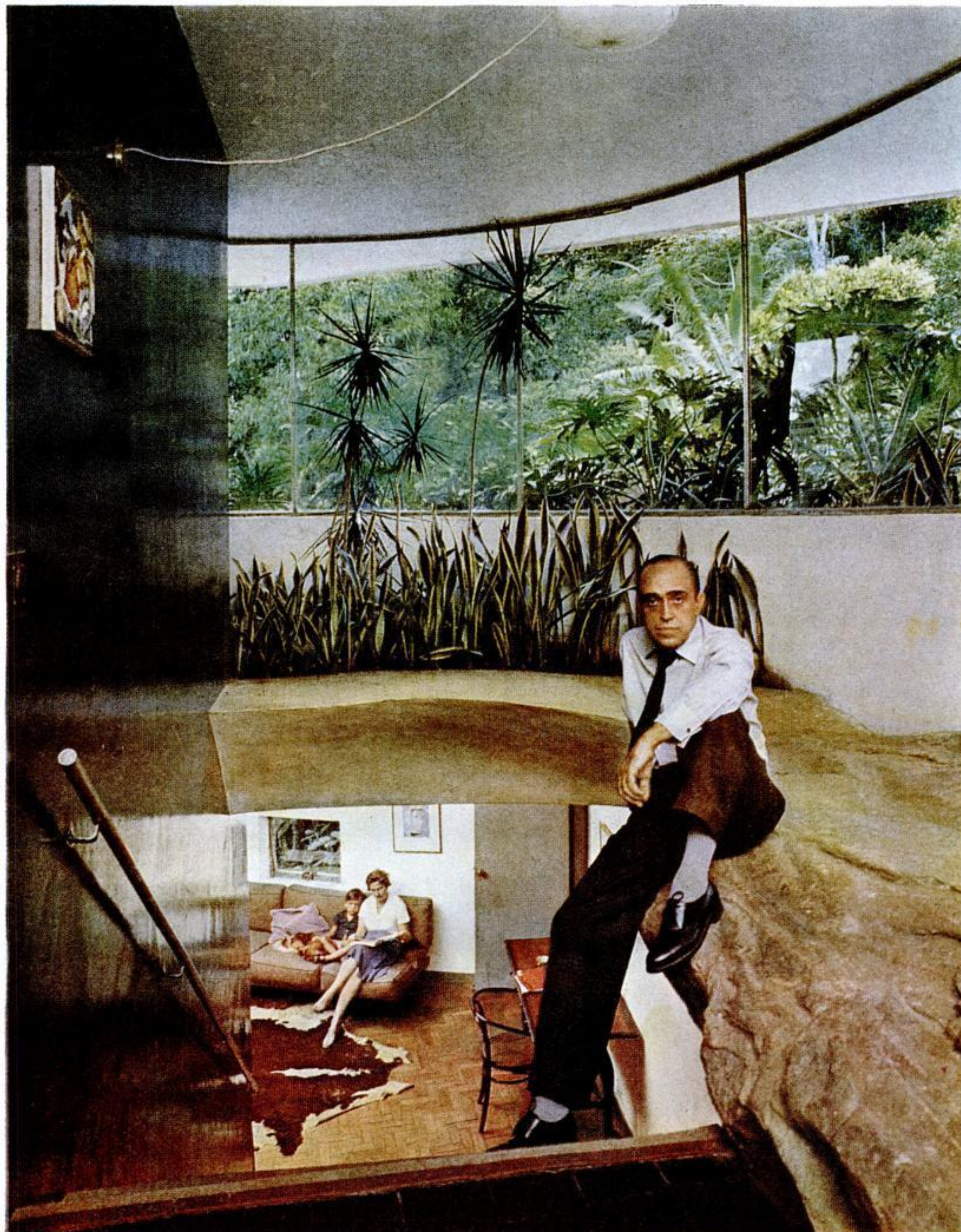
BELO HORIZONTE AUDITORIUM

rooms are equipped with tables and chairs of the architect's own design. Outside, a swimming pool echoes the curves of the roof.

Niemeyer's house, built in 1952, cost about \$150,000. Though relatively inaccessible, it draws a stream of visitors—usually strangers who wander about at will, quizzing Niemeyer about the house and its tenants. So far nobody has commissioned him to build another house like his own. But Niemeyer likes it and says he intends to keep it "for the time being." At present, however, he is occupying entirely different quarters. Busily designing Brasilia, he is settled in one of the makeshift houses built for laborers on the site.



IN SUNLIGHT, CONCRETE ROOF AND



ON ROCKY LEDGE in living room Niemeyer perches above lower-level parlor where his wife and grandson sit reading.

LIT UP at night (*right*), house and swimming pool take on a magical appearance under deepening sky and dark treetops.







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STRETCHING TO SEE MOTHER, JULIE HARRIS, IN SHOW AT DETROIT'S SHUBERT THEATER, PETER GURIAN GETS BOOST FROM FATHER, THE PLAY'S PRODUCER

# Julie Harris in One for the Road

**SHE TAKES SON ON TOUR OF PLAY SHE IS KEEPING FROM BROADWAY**

For 3-year-old Peter Gurian (*above*), watching his mother perform is nothing really new. His mother is Actress Julie Harris and Peter has been touring for weeks with her new play. But for playgoers in places like Schenectady, Columbus and Seattle, where the show will play over the next year, the sight is something rare in modern theater. A big, new Broadway-quality play with an important star has not only opened on the road but plans to stay for a long time—with no exact date set for New York.

For their experiment in taking the play away from Broadway, Miss Harris and producer-husband Manning Gurian chose a gentle comedy called

*The Warm Peninsula*. The sentimental odyssey of a plain girl from Milwaukee who seeks happiness among some flashy fly-by-nights in Miami and finds enough wisdom to go back home, the play is tailor-made both for Miss Harris' touching eloquence and home-town audiences. The show has made friends and money everywhere and will probably go on doing so for its 22-town tour. Even if they never try Broadway, the Gurians will be happy with an out-of-town success. And Peter is getting a taste of family theatrical trouping unequaled since the time when any American actor worth his salt claimed to have been born backstage in a trunk.

CONTINUED





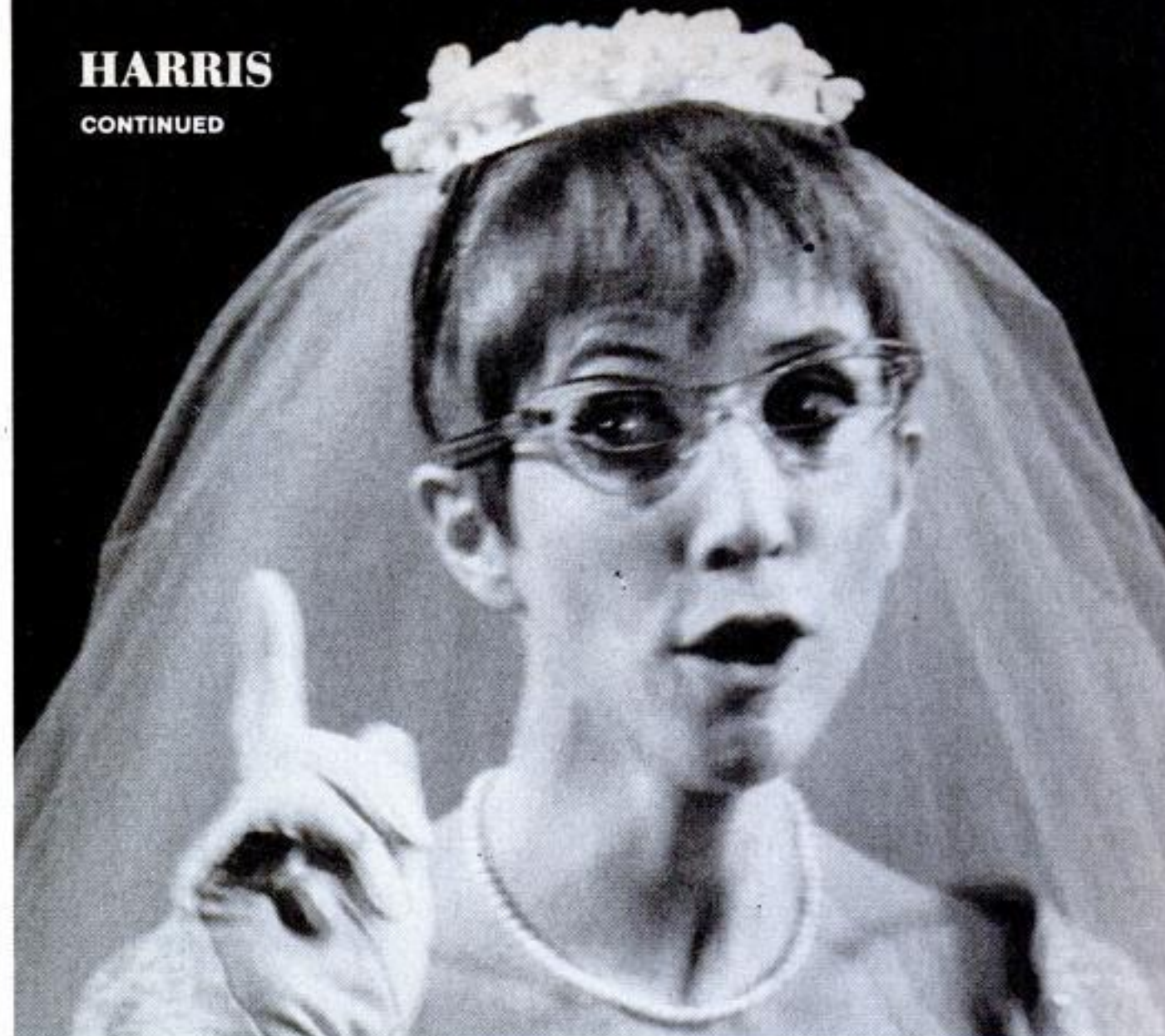
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**HARRIS**

CONTINUED



**JULIE IN PLAY** comes on as a homely bride, saying, "They say all brides are beautiful... I wonder... no man has ever whistled at me on the street."



**TOURING TRIO**, Peter and parents lunch in Detroit hotel. Because of him Gurians rent housekeeping room, do own cooking.



**BACKSTAGE ROMP** with mother at Shubert Theater, Detroit sends Peter tearing along between sets. He finally fell down.

**PLAYING INDIAN** (right) Peter holds out "peace pipe" to mother beside tepee improvised from bedsheet and hotel lamp.





AS GAWKY VACATIONER in Miami, Julie confesses her life's dream in a flashback: to spend one glorious evening with a man she can be proud of.



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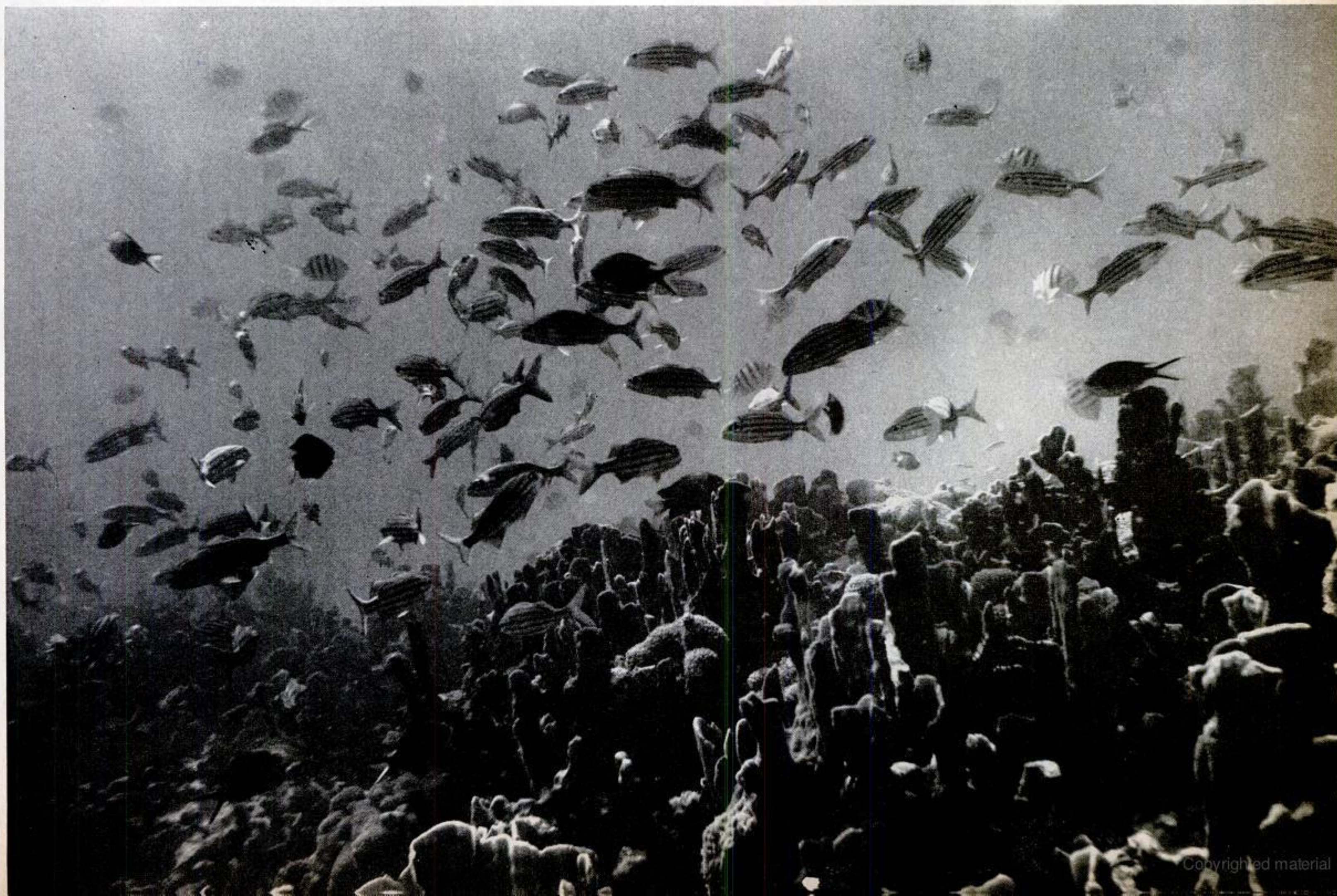
EQUIPPED WITH A DIVING LUNG AND NET, BOB WRAY STALKS FISH FOR HIS AQUARIUM IN SHALLOWS A MILE OFF SOMBRERO BEACH IN THE FLORIDA KEYS

# Sea's Fish for Home Aquariums

Ever since snorkelers first dived delightedly among the vivid and varied creatures of the sea they have longed to capture them and bring them back alive. Until now only well-equipped professionals have been able to transplant salt-water fish successfully and keep them alive. But with the development of chemicals for duplicating sea water in a home tank and new sand filters, amateurs are beginning to set up and stock ocean aquariums in their own homes.

Just such a do-it-yourself aquarist is Bob Wray of Miami, Fla. Accompanied by his wife and daughter and armed with nets, face masks, jars and diving gear, he spends vacations catching angel-fish, sergeant majors and jewel fish. So absorbing has the Wrays' hobby become that they have abandoned the comfortable home beaches for the more distant Florida Keys. There, in coral groves glowing with gaudy fish, they find rare prizes for their collection.

A TYPICAL SCHOOL OF FISH 15 FEET DOWN AMONG CORAL HEADS INCLUDES ABOUT 10 COLORFUL VARIETIES RANGING IN SIZE FROM ONE TO THREE INCHES





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## FISH FOR AQUARIUMS CONTINUED



**SEARCHING FOR FISH**, Carole Wray (foreground) uses a face mask to find angels and hi hats, Mrs. Wray looks through glass-bottom pail, Mr. Wray dives.



**THE DAY'S CATCH** is examined by Carole while her mother and father beach their boat for the night. Any fish that might fight each other are separated.



**BACK AT HOME**, the new fish have been added to Wray tanks, one fish per gallon of water. The cat often looks the fish over but has never bothered them.





# FIELD FRESH

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JUST  
TURN  
PAGE



MORNING, NOON AND NIGHT ENJOY THESE TROPIC DELIGHTS...DURING

# Del Monte® Pineapple



"Sun Fest Breakfast" features tropic DEL MONTE Crushed Pineapple with hearty oatmeal for an exciting new taste!



"Sun Fest Lunch" teams the sparkling field-fresh flavor of DEL MONTE Pineapple Chunks with a gay Jell-O salad!



Never thought you'd taste the true flavor of plantation pineapple this side of the islands? Try DEL MONTE Crushed Pineapple—quick-picked, quick-packed field-ripe fruit. New idea: Make 4 servings Quaker Oats; add 1 cup crushed pineapple during the cooking. Delicious!



All glamour, no work! DEL MONTE Pineapple Chunks come ready-cut in big, juicy, bite-size wedges—rich in luscious plantation-ripe fruit flavor. So very convenient, so good in this salad with stuffed olive slices in lemon Jello-O and cream cheese balls with paprika.

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# SUN FEST

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"Sun Fest Snack" is golden DEL MONTE Pineapple Juice served with Oreo cookies or this easy refrigerator cake!



Pure juice of magnificent, sun-ripe tropic fruit—never too tart, never too sweet—that's DEL MONTE Brand Pineapple Juice. Serve with Oreo cookies, or refrigerator cake shown: Spread large chocolate wafers with whipped cream; put together in long roll. Chill 3-4 hrs. Slice diagonally.



"Sun Fest Supper" is big-sandwich news with tart-sweet DEL MONTE Sliced Pineapple, bacon, American cheese!



Field-fresh flavor and luscious tenderness make DEL MONTE the pineapple for this kind of happy eating! Pre-heat half-loaves of long crusty bread; top with Kraft Pasteurized Process American Cheese, crisp bacon, drained and heated pineapple. Broil till cheese melts.





LEAVING OTHER CHARIOTS IN THE RUCK, A BLACK HORSE TEAM DRIVEN BY THE EVIL ROMAN SOLDIER MESSALA AND THE WHITES DRIVEN BY HIS OLD FRIEND,

# *Ben-Hur Rides a Chariot Again*

M-G-M IS SPENDING \$14 MILLION TO OUTDO ITS FAMOUS ROMAN EPIC





THE JEWISH SLAVE BEN-HUR, DRIVE NECK AND NECK INTO A TURN (AT THIS INSTANT BOTH OF THE CHARIOTS ARE BEING DRIVEN BY PROFESSIONAL STUNTMEN)

Their horses' hoofs skidding on turns, their wheels making the sands sing, these careening charioteers are after the richest crown of laurel leaves in movie history. Ben-Hur was riding again, and, just to make this scene in Rome's Cinecittà, Metro-Goldwyn-Mayer has spent \$1 million. This sum constructed an 18-acre version of the Roman stadium at Jerusalem, bought and trained 78 hot-tempered Yugoslavian horses, built 18 900-pound chariots and hired and costumed 7,000 wildly enthusiastic

Italian extras, stirred them all up and cooked a steaming-hot horse race.

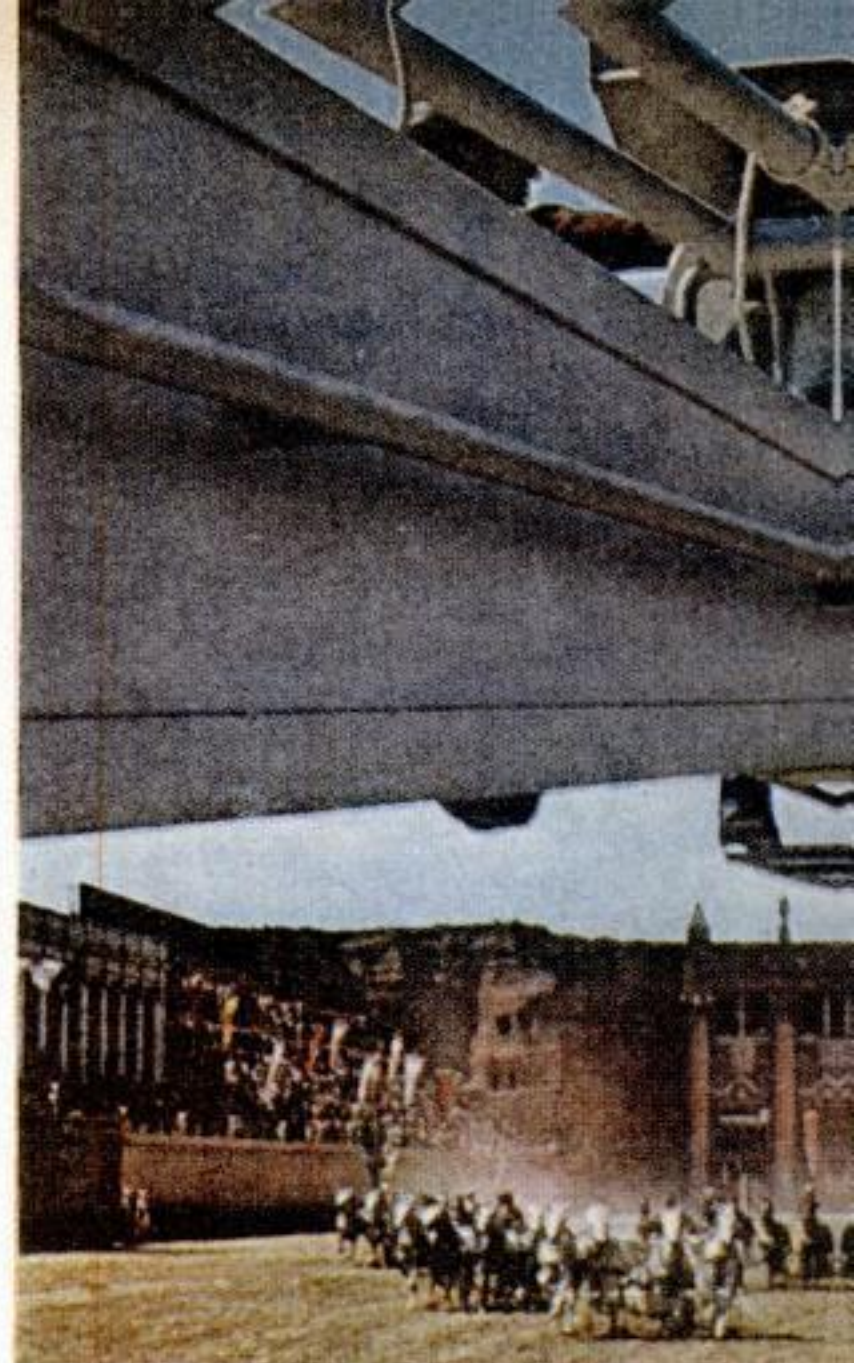
That is only part of it. M-G-M has so far spent some \$14 million for a fabulously furious sea battle, epicurean banquets and sumptuous settings to make this, their second version of General Lew B. Wallace's *Ben-Hur*, the biggest, most extravagant movie of all time—just as their first version made 31 years ago was the most colossal up to then. If the people like it the rewards will be stupendous. If the people do not like it—wow!

CONTINUED





BEN-HUR (CHARLTON HESTON) FORGES TO FRONT WHILE THE VILLAINOUS MESSALA (STEPHEN BOYD) WHIPS AT HIM



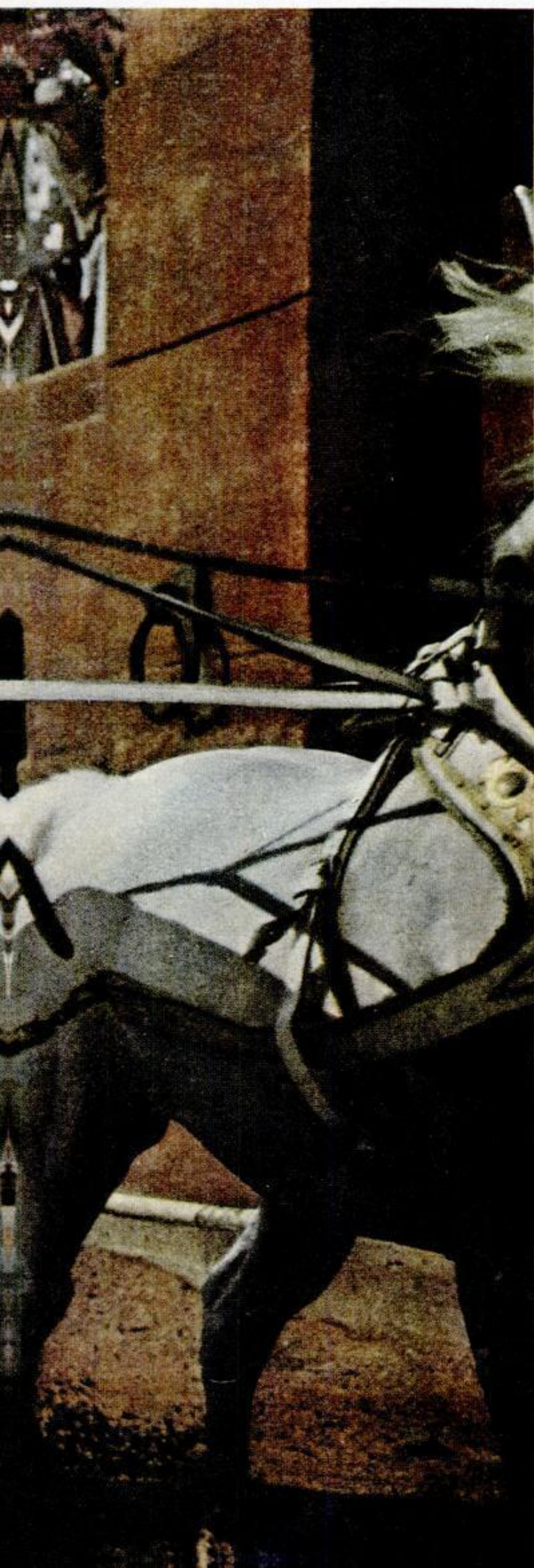
A CAMERA BOOM SWINGS THROUGH AIR







TO PICK UP THE FULL FIELD OF CHARGING CHARIOTS



← **FRANTIC HERO** (*left*), Heston screams to horses. Stuntmen helped but the stars had risky moments.

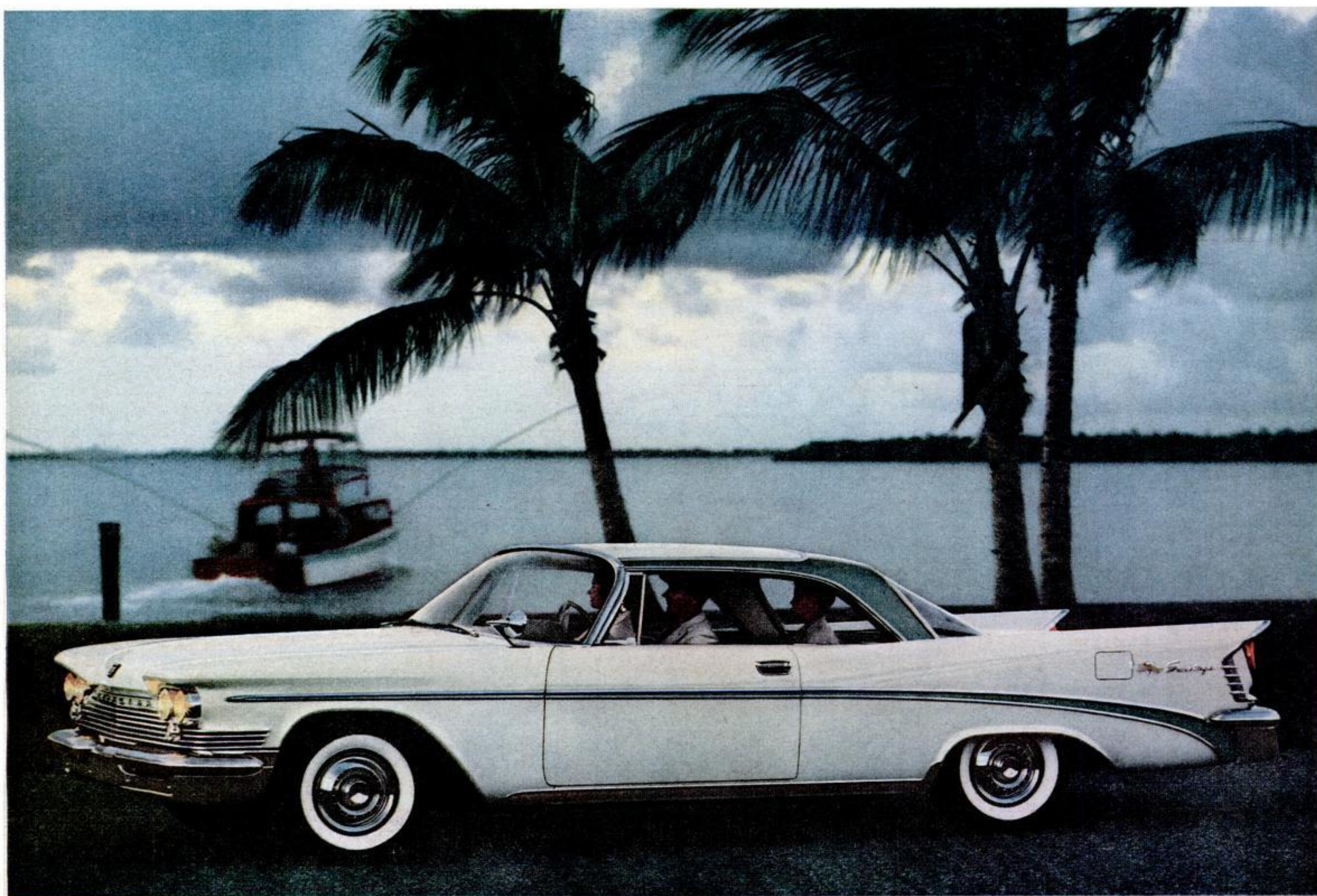
**EXCITED EXTRAS** (*above*) often made up better scenes of tension than the movie-makers invented.





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**LION-HEARTED  
CHRYSLER '59**



# This Is a Television Cowboy?

## STUMBLEBUM HERO STARS IN 'MAVERICK'

by MARION HARGROVE

WHEN the television industry heard that one big western program was planning to poke fun at another on the air, many were annoyed at the prospect but no one was surprised. The spoofer was *Maverick*, the sassiest and most freewheeling horse opera on the air. Its target was *Gunsmoke*, the solid, solemn daddy of them all. The parody was entitled "Gunshy." Its irreverence was appalling even to me, one of the show's writers, but it was probably inevitable. The *Maverick* show had already spoofed virtually everything except God and the flag, and it was only a matter of time until it turned its critical eye upon its own bread and butter.

*Maverick* is perhaps the only western that could do such a thing. It will probably get away with it too. *Gunsmoke* can do nothing in retaliation. It cannot parody *Maverick* without endangering its own impressive dignity, and *Maverick* has no dignity to attack. *Maverick* has poked fun at itself for most of two seasons now, and has only got fatter and sassier. In a field dominated by something called "adult westerns," *Maverick* (one of the top half-dozen or so) is at best a retarded adolescent. Its "hero" is a lazy, sneaky, poker-playing vagrant, the black sheep of the cattle country. On any other western he would be taken for the heavy, or at least for a personification of human frailty.

### New code of the West

AS western heroes go, *Maverick* is singularly unheroic. He abhors gunplay, because as he himself once observed, "Half the population of this town is faster on the draw than I am." On the rare occasions when he is forced to stand up and shoot it out with the villain, he survives only through skulduggery or dumb luck. In the face of danger, *Maverick* quite sensibly tries to sneak away. There are only five things that can persuade him to come to the aid of a damsel in distress: greed, libido, curiosity, anger or self-preservation. "There are times," he has said, "when a man must rise above principle."

*Maverick* smokes cigars but does not drink. He plays poker but does not cheat, and even this latter trifling virtue is motivated more by discretion than by honesty. "I love money," he says, "but I hate jails."

*Maverick* is not only no braver than the average man in his audience; he is quite often no smarter. He can be bamboozled or robbed by his best friend or his own brother or almost any passing female. Although on several occasions he has hung perilously over the verge of matrimony, in every such instance the girl has always proved sensible about the whole thing or has been regretfully killed off in the third act.

Disappointment and even indignity are commonplace in *Maverick*'s life. He is the one western hero who never knows at the beginning of the picture how it is going to



INEPT COWBOY, Bret Maverick gets bum's rush from Marshal Mort Dooley in parody of *Gunsmoke*

—scheduled for last weekend. Dooley (Ben Gage) is a take-off on *Gunsmoke*'s tough Marshal Matt Dillon.

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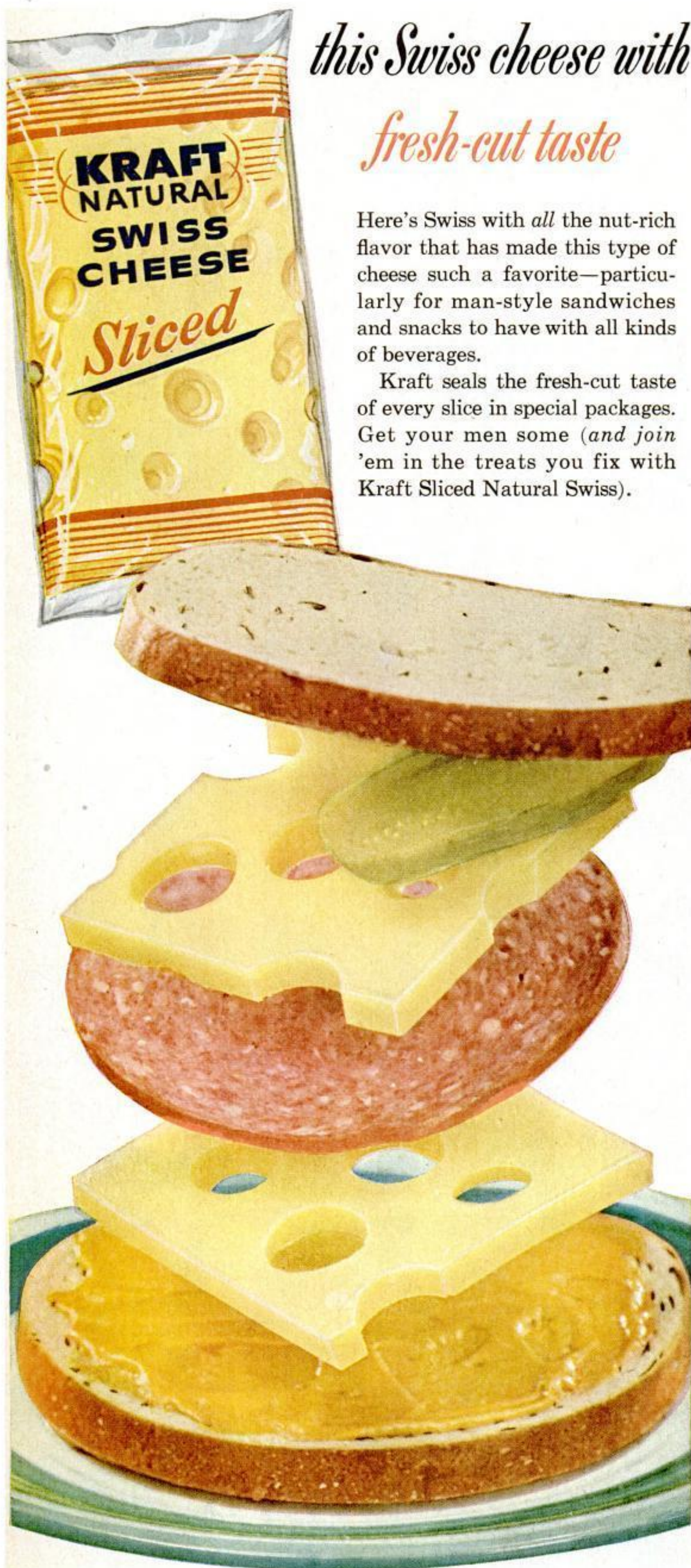


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## MAVERICK CONTINUED

turn out in the end. Actually there are two Maverick brothers who usually appear on the program on alternate weeks. Bart (Jack Kelly) will often doggedly plow his way through to some sort of success. But the principal Maverick, Bret (James Garner), more often ends up deflated, derided, dead-broke or perhaps tied hand-and-foot in the middle of nowhere.

Maverick's worst offense against the laws of western drama is his flat refusal to serve as a father-image. To avoid this traditional obligation, he frequently quotes from the teachings of his own "Old Pappy," an off-stage character whose homely aphorisms indicate a moral fiber even more tenuous than his sons'. "Work is all right for killing time," Pappy has said, "but it's a shaky way to make a living."

The key to the Maverick character, and perhaps to its fascination for contemporary audiences, is in the name itself. A maverick is an unbranded calf, or, as the Maverick show has defined it, "A calf who's lost his mother, and his father has run off with another cow." There is nothing new in the television concept of Maverick. Such characters and situations have been traditional since long before Robin Hood disputed the right-of-way with Little John. But it is a decidedly revolutionary concept in the field of westerns, where irreverence has almost always fallen on its face.

If the average western is a reaction against the realities of modern life, *Maverick* is a reaction against the unrealities of the average western. The 1952 movie *High Noon* was the presumed daddy of the adult westerns. In it a town marshal, completely abandoned by his constituents, awaits the arrival of several deadly gunmen with whom he must shoot it out singlehanded. In *Maverick* this would never happen. Unless the hero were handcuffed to the hitching rail, he would have hopped an early-morning train going in the opposite direction, and any shooting at all would have been by sensible citizens posted behind second-story windows along both sides of Main Street, mowing the bullies down.

### The elusive secret of success

**W**HEN *Maverick* first appeared, some 16 months ago, it was only one of 32 westerns on television, and it was brashly pitted against the toughest competition on the air: Jack Benny, Ed Sullivan and Steve Allen. In a few weeks it had beaten all three in the Trendex audience ratings, and it has held its lead almost continually ever since. Many people in the industry—including *Maverick*'s creator and producer, Roy Huggins—spend a lot of time trying to figure out how and why. Huggins finds himself in the position of a Dr. Frankenstein who has devised a successful monster and cannot explain how the thing works. The closest he has come was in a recent mimeographed poopsheet distributed to all those involved in the show and entitled "A Ten-Point Guide to Happiness While Writing or Directing a *Maverick*." It read:

- "1. Maverick is the original disorganization man.
- "2. Maverick's primary motivation is that ancient and most noble of motives: the profit motive.
- "3. Heavies in *Maverick* are always absolutely right, and they are always beloved to someone.
- "4. The cliché flourishes in the creative arts because the familiar gives a sense of comfort and security. Writers and directors of *Maverick* are requested to live dangerously.
- "5. Maverick's activities are seldom grandiose. To force him into magnificent speculations is to lose sight of his essential indolence.
- "6. The *Maverick* series is a regeneration story in which the regeneration has been indefinitely postponed.
- "7. Maverick's travels are never aimless. He always has an objective in view: his pocket and yours. However, there are times when he is merely fleeing from heroic enterprise.
- "8. In the traditional western story the situation is always serious but never hopeless. In a *Maverick* story the situation is always hopeless but never serious.
- "9. 'Cowardly' would be too strong a word to apply to Maverick. 'Cautious' is possibly more accurate and certainly more kindly. When the two brothers went off to the Civil War their old pappy said to them, 'If either of you comes back with a medal I'll beat you to death.' They never shamed him.
- "10. The widely held belief that Maverick is a gambler is a fallacy. In his hands poker is not a game of chance. He plays it earnestly, patiently and with an abiding faith in the laws of probability."

Because Huggins considers himself primarily a writer, *Maverick* is largely a writer's show. Two of its writers, Douglas Heyes and Montgomery Pittman, direct their shows themselves, and I am

CONTINUED



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AND THE TOWN  
WHERE THE  
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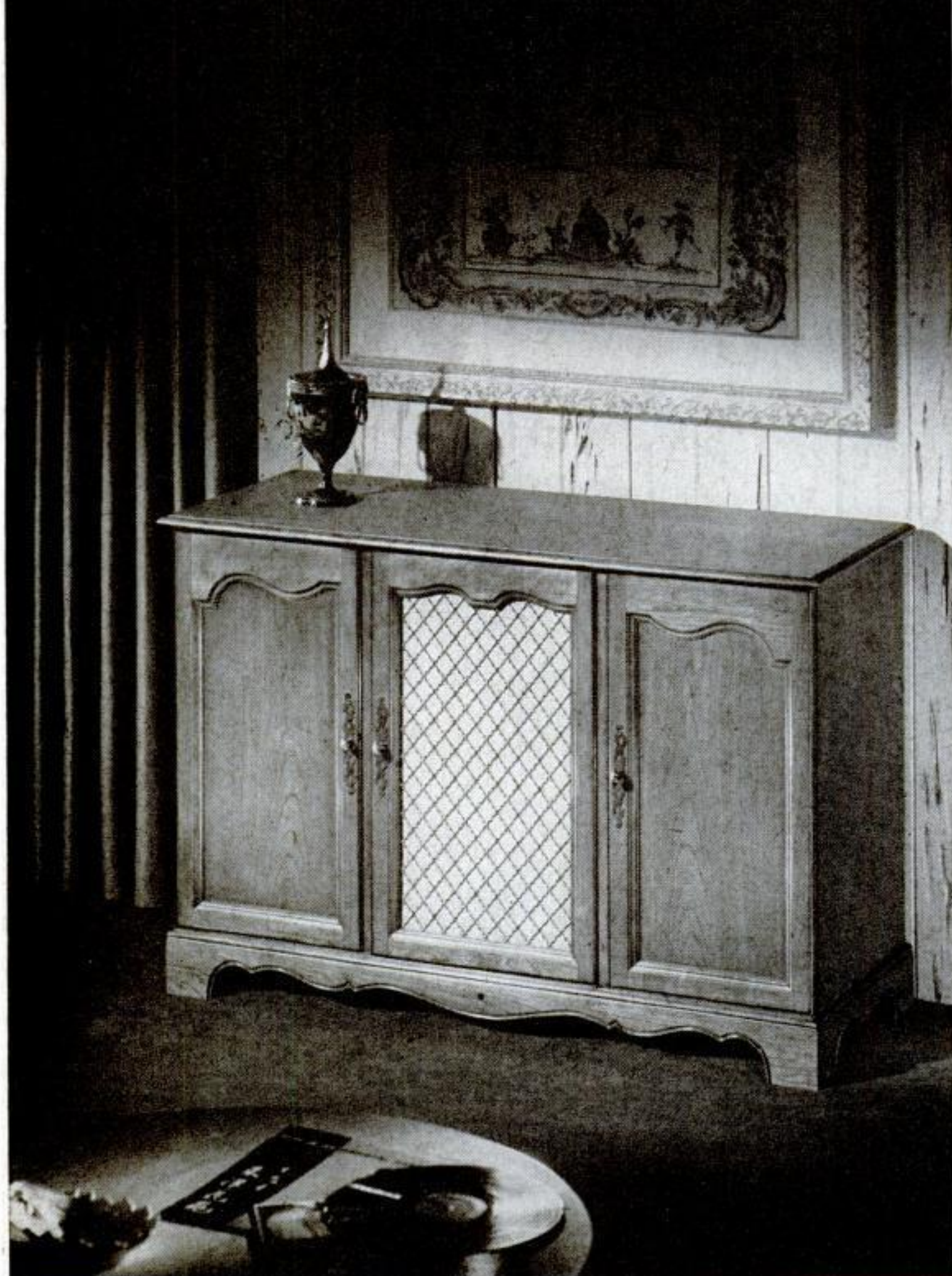
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## MAVERICK CONTINUED

usually conned into serving as an unpaid associate producer. The story idea for a *Maverick* program may stem from a gimmick ("Any 25 cards dealt at random will usually contain the makings of five pat hands"), an intellectual challenge ("Suppose for once *Maverick* had to face up to his own cowardice"), from a hunger ("Why couldn't we do a cloak-and-dagger piece this time?"), or the prospect of something for nothing ("The film library has an old movie that we could steal a whole massacre from").

It often happens that the finished story is a pole away from the original idea. Writer Howard Browne once toyed with a situation in which *Maverick* would play poker desperately for money that he knew was counterfeit. Getting nowhere with the idea, he gave it to Huggins, who began working it like taffy. The end product was a four-handkerchief love story which involved *Maverick*'s taking honest work, falling in love, proposing to the girl and being turned down, shooting it out with a prospective governor of Montana, robbing a bank, being wounded and talking a sheriff out of jailing him. The show had everything except Browne's poker game.

From the writer's standpoint, a movie or television script is the least gratifying form of literary expression. An actor often reads only his own dialogue, the technicians read only what is addressed to them, and many a writer has questioned whether the director reads anything at all. The freedom given to *Maverick*'s writers has led to a new school of script writing which is designed to remedy this. In a *Maverick* scenario the writer's tone of voice is so contemptuous and his instructions so grumpy that everyone reads every word in a dazed and wary sort of fascination.

The star of the show finds frequent reference to his beady or liverish little eyes, his low forehead, his long jaw, his flabby or sluggish little mind, and his limitations as an actor. He is often ungraciously left to figure out an emotion for himself: "He looks at the girl with a skillful combination of cold dislike and warm enjoyment." Or: "He looks as if he has lost his place in the script."

In the cast list which precedes the script, the characters are usually described with a flippancy which the network censors would never permit in the dialogue itself: "Cousin Lonnie is an early Rotarian type with a hearty handclasp and a big mouth." The character Doc in "Gunshy" is described as "a wise, kindly old undertaker who used to be with Oxydol's own *Ma Perkins*." *Maverick* is usually dismissed as "an itinerant aluminum salesman" or "a serious young actor with a weight problem." Only once has he been shown kindness or affection. After an impressive victory in the weekly battle of ratings, he was listed as "the clean-living country boy who beat Shirley Temple in a fair fight."

Writing for *Maverick* is never dull. In my two seasons with the program, I have written a ghost story, a love story, high comedy, low comedy, mood melodrama and an adaptation of Sheridan's *The Rivals*. In one episode there was not a cowboy, a horse, a gun or a homicide, and the second act opened in an opera box in San Francisco. The one thing I have never been asked to write is a horse opera. The *Maverick* operation is one of the few places in Hollywood where a writer can escape from westerns.



VIEWING HIS CREATION, Marion Hargrove, the author of *See Here, Private Hargrove* and a number of *Maverick* television scripts, watches Bret Maverick (Actor James Garner) as he signs autographs for some visitors to the set.





**A cigar brings out the Matador in you**

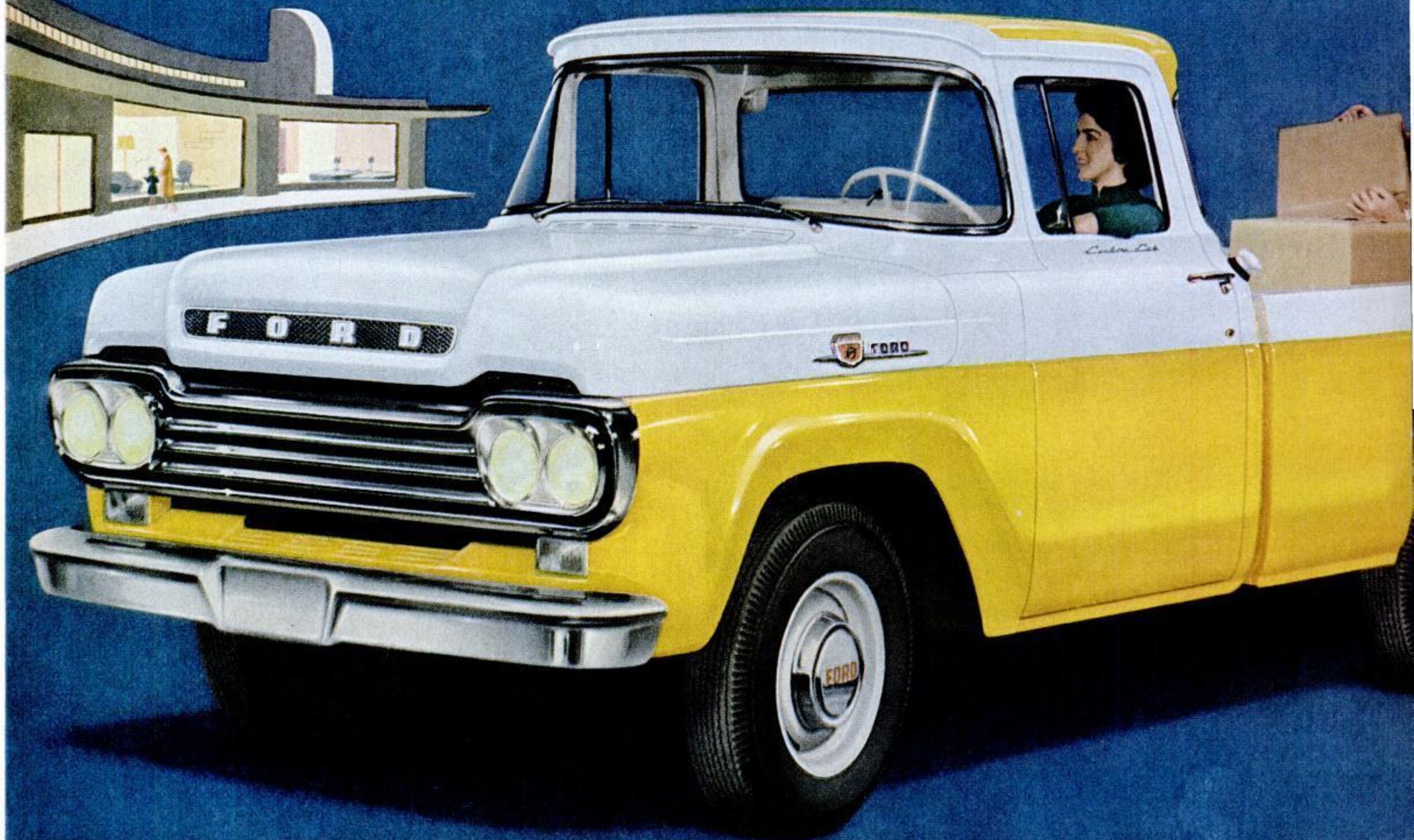
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**LOOK ON THE OUTSIDE**



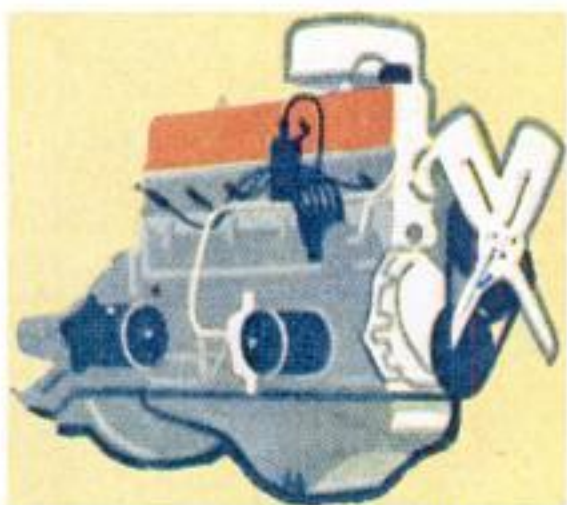
**LOOK ON THE COST SIDE...**

*And you'll*

**Go FORD-WARD**  
**IN '59**



# LOOK ON THE INSIDE...



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**ECONOMY CARBURETOR.** Ford's 139-hp Short Stroke Six has a new economy carburetor with better fuel metering in idling and high speed ranges, for even better gas mileage.



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**SMOOTHEST PICKUP RIDE.** Ford's heavy-duty, 2-stage rear springs and long, tapered-leaf front springs give the smoothest ride of any 1/2-ton pickup. Scientific Impact-O-Graph tests proved it on all types of roads.



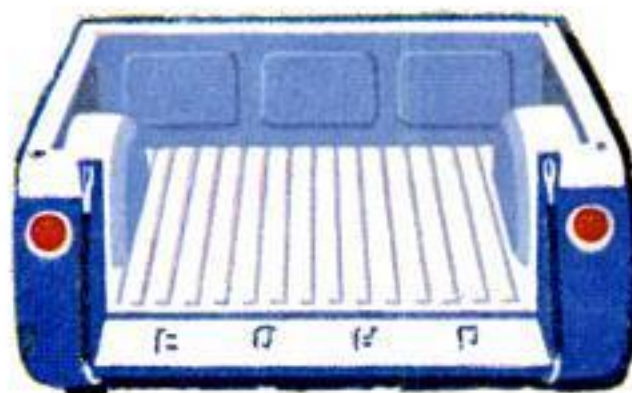
**NEW CUSTOM CAB.** Two-tone styling, car-like luxury. Lifeguard steering wheel, double grip door latches, in-board step and Hi-Dri ventilation add safety and comfort.



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Any way you look at it, a Ford Truck costs you less.

Take this husky new '59 Ford Styleside Pickup as an example. It's handsome enough to double as a car and it often does. But it isn't expensive. Matter of fact, it's one of the lowest-priced pickups you can buy. With a conventional box it costs even less!

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Every Ford has SAFETY GLASS in every window.

**GO FORD-WARD for savings**  
**FORD TRUCKS**  
**COST LESS**

**Less to own . . . less to run . . . last longer, too!**

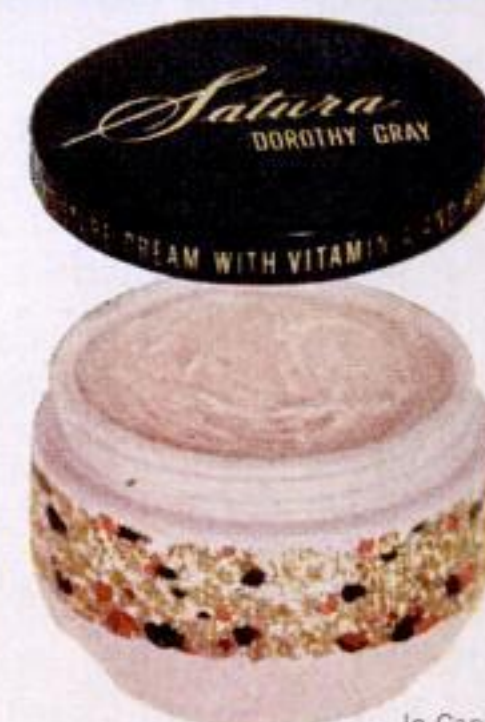




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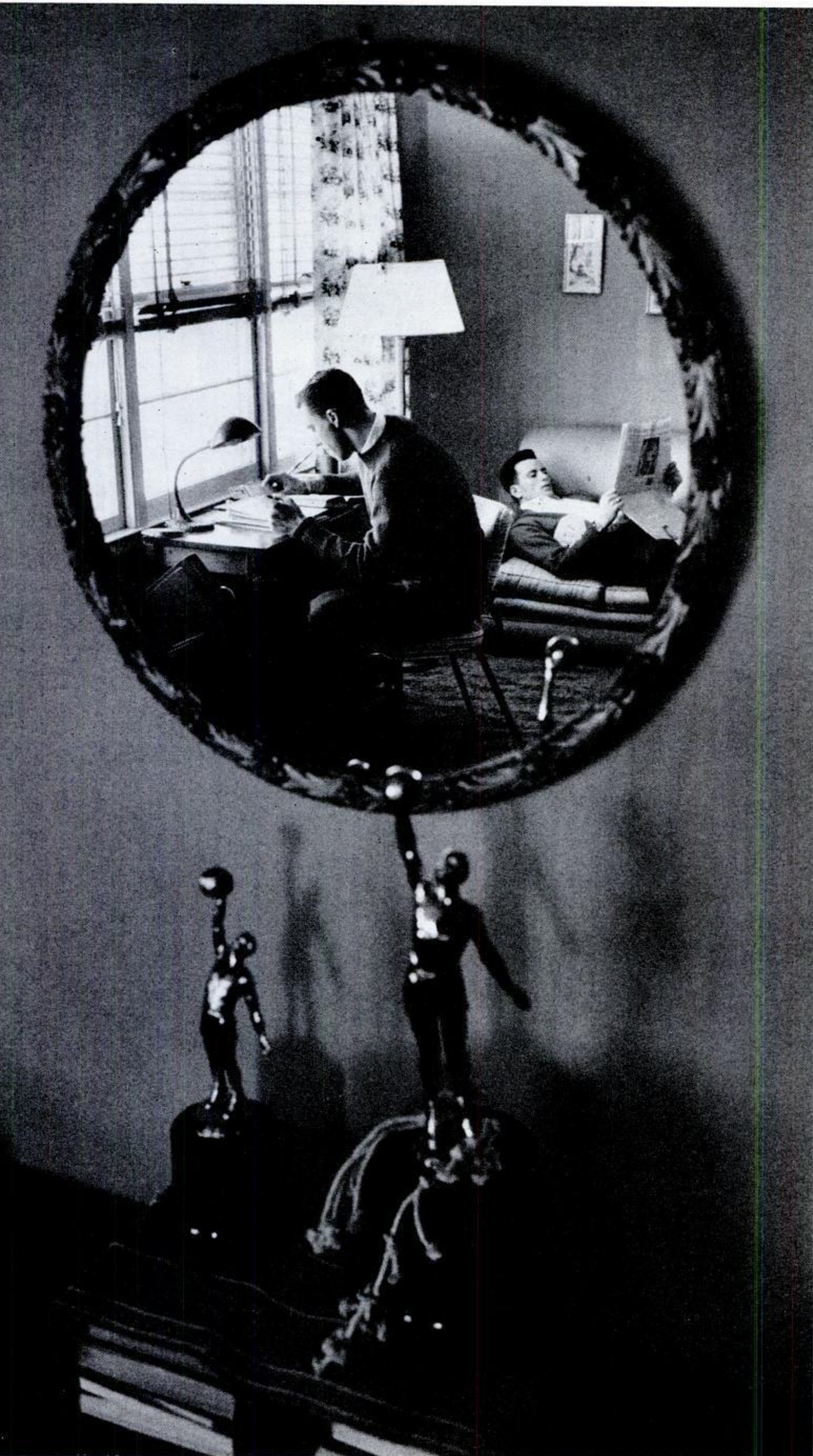


# ODD PARTNERS IN HOT BASKETBALL ACT

**Mutt-and-Jeff pair pulls  
N.C. State five up front**

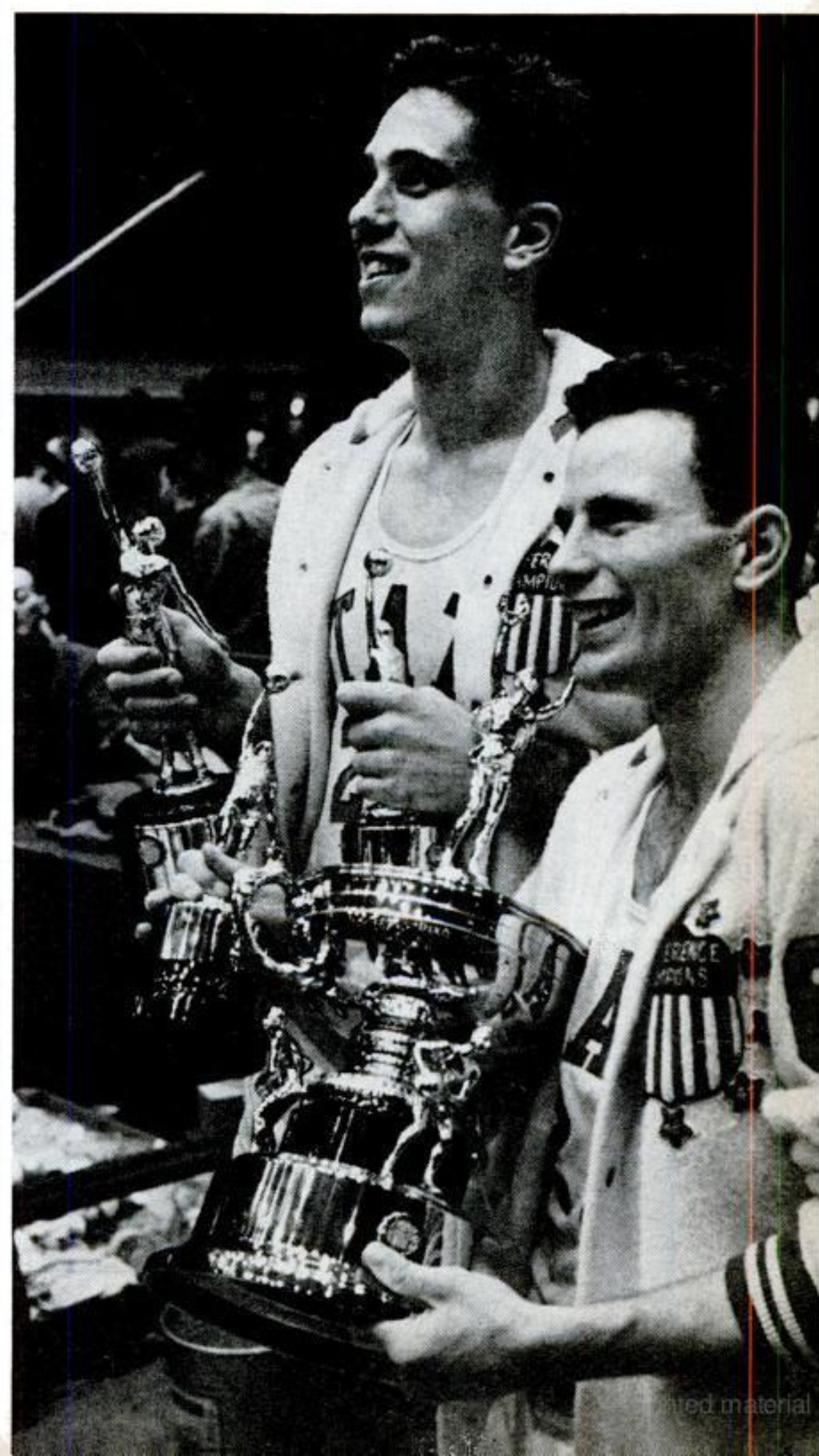
A perennial basketball giant, North Carolina State, has come up with the season's oddest and best set of co-stars. One of them, 5-foot 9-inch Lou Pucillo, looks like a scrawny mis-mate for the other, John Richter, who stands at a model basketball height of 6 feet 8 inches. Pucillo, smallest star to get a basketball scholarship at State, is the team's pepperpot captain and a delicate ball-handler who shoots with an exaggerated arch to overcome tall opponents. Richter is tough and effective under the basket, which he can reach with an easy bound. Both are candidates for All-America.

Pucillo and Richter were recruited from Philadelphia high schools where they met only when their teams scrimmaged. Now they are close friends even though their dissimilarities are striking. Richter, a reserved young man, is an honor student in a demanding course, engineering mathematics. Pucillo is a C-student in physical education. "I sleep about as much as John studies," he says. Quiet and serious, Richter is married to a North Carolina girl. Lou, one of the most gregarious and popular men on campus, dates as many girls as he can. Despite their contrasts, they have had such a harmonious effect on the court that State took 10 of its first 11 games, won the toughest college tournament so far (Dixie Classic) and last week ranked second in the nation to Kentucky.



**CAMPUS PALS**, Richter studies advanced calculus while Pucillo reads a newspaper in Richter's off-campus apartment. Trophies were won by Richter.

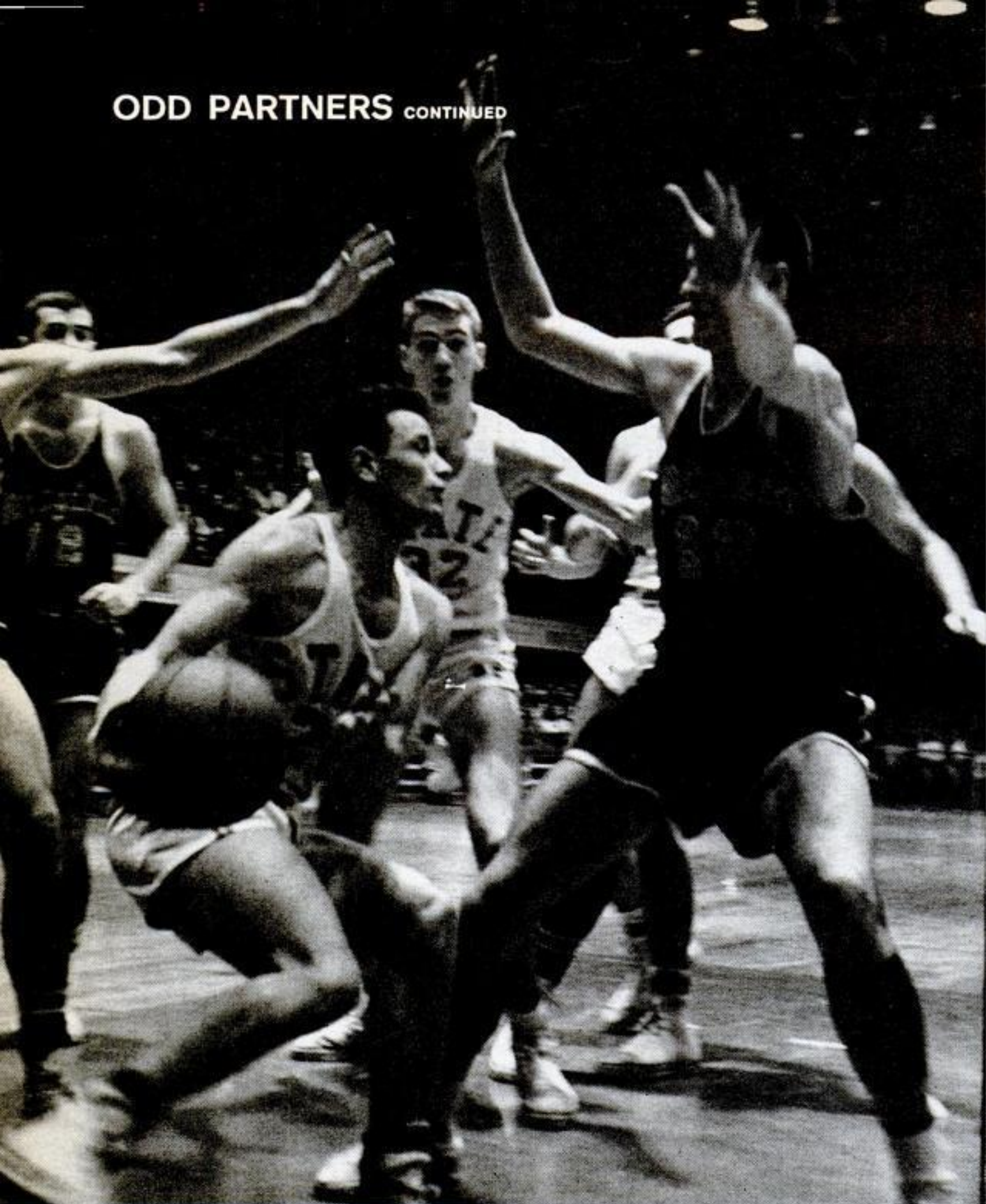
**COURT STARS**, Pucillo (*right*) holds Dixie Classic championship cup, Richter holds tourney's top player award plus one given each participating player.



CONTINUED



ODD PARTNERS CONTINUED



TRICKY FLOOR MAN, Pucillo maneuvers to get by pressing U. of Virginia defense. Though a conservative shooter, he led the team in scoring last year.



IN STATE'S BIGGEST VICTORY, BOB MacGILLIVRAY'S FAKE SENDS MICHIGAN STATE



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A TELEGRAM  
SAYS IT BEST!

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HAPPY ANNIVERSARY FROM THE GAL WHO CAUGHT THE  
BRIDAL BOUQUET. CAUGHT MYSELF A GUY, TOO:  
ANNOUNCING ENGAGEMENT NEXT WEEK. LOVE=

AMY=

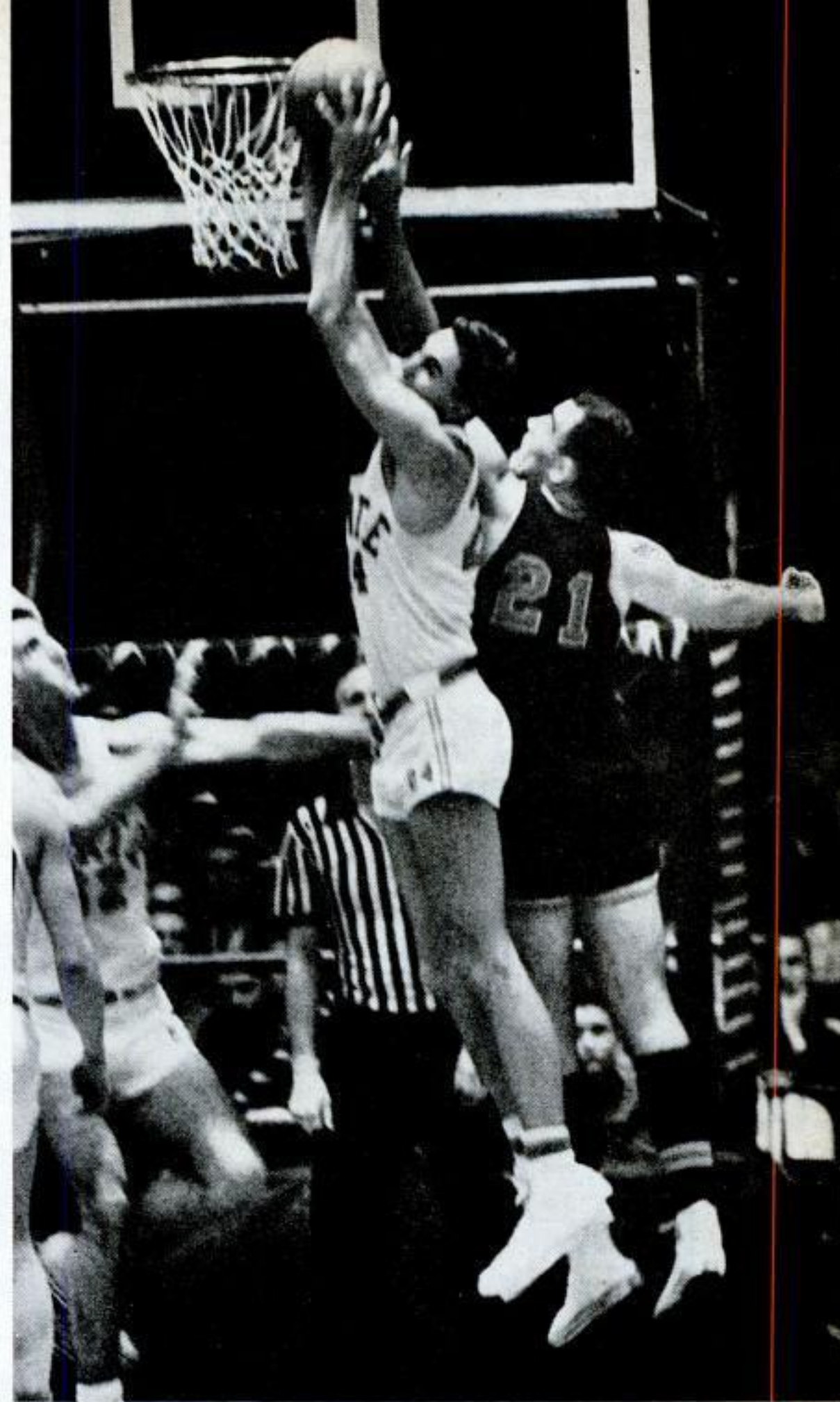
BY WESTERN UNION

WESTERN





STAR JOHN GREEN SPRAWLING. THE WIN GAVE NORTH CAROLINA STATE ITS SEVENTH DIXIE CLASSIC TITLE



RUGGED REBOUNDER, Richter takes the ball off the backboard from Virginia's center Herb Busch.

CONTINUED

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ODD PARTNERS CONTINUED

## RECRUITED HEROES

The two stars from Philadelphia, Richter and Pucillo, are top products of one of college basketball's most efficient recruiting systems. Of the 12 players on North Carolina State's varsity this year, 10 are from out of state. Some seasons ago State had so many players from Indiana they were nicknamed "The Hoosier Hotshots." The chief recruiting officer is Head Coach Everett Case, an aggressive, dedicated man of 58 who has won 300 games and lost only 77 during his 12 years at State. "The only way you can beat Case is outrecruit him," said one rival coach.

Case and his two assistant coaches carefully screen dozens of school-boy prospects from all over the country. His tireless work has brought frustration as well as great teams to State. Because of recruiting violations, the school cannot play in the N.C.A.A. postseason championship tournament this year. And so Pucillo, Richter and teammates are taking a special delight in whipping the teams that can and probably will qualify.



**VICTORY RITUAL** is performed by Coach Case as he cuts net from the basket at the Dixie Classic. Players each take pieces of string to decorate their trophies.

**PUMMELED BY GLEEFUL TEAMMATES, CAPTAIN PUCILLO IS PUSHED ACROSS FLOOR AFTER FINAL DIXIE TOURNEY GAME. HE WAS HIGH SCORER WITH 22 POINTS**





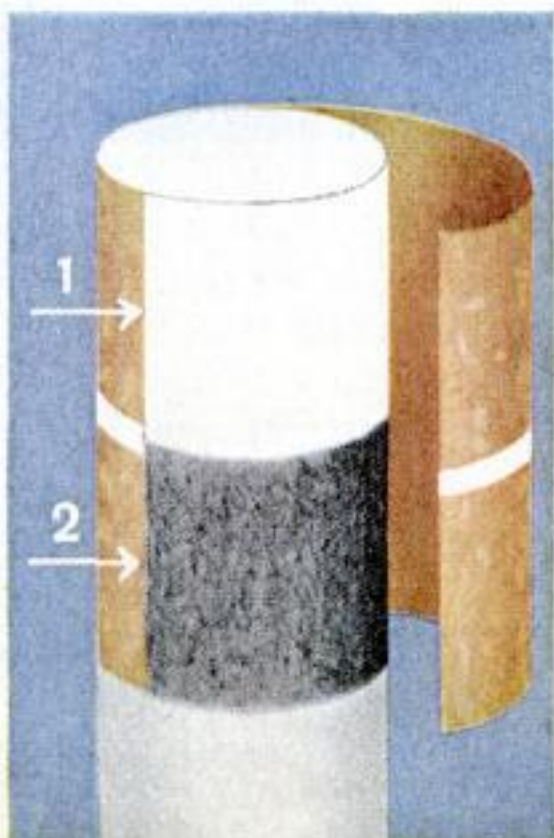
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1. It combines the efficient filtering action of a pure white outer filter...
2. with the additional filtering action of ACTIVATED CHARCOAL in a unique inner filter. The extraordinary purifying ability of Activated Charcoal is widely known to science. It has been definitely proved that it makes the smoke of a cigarette milder and smoother.



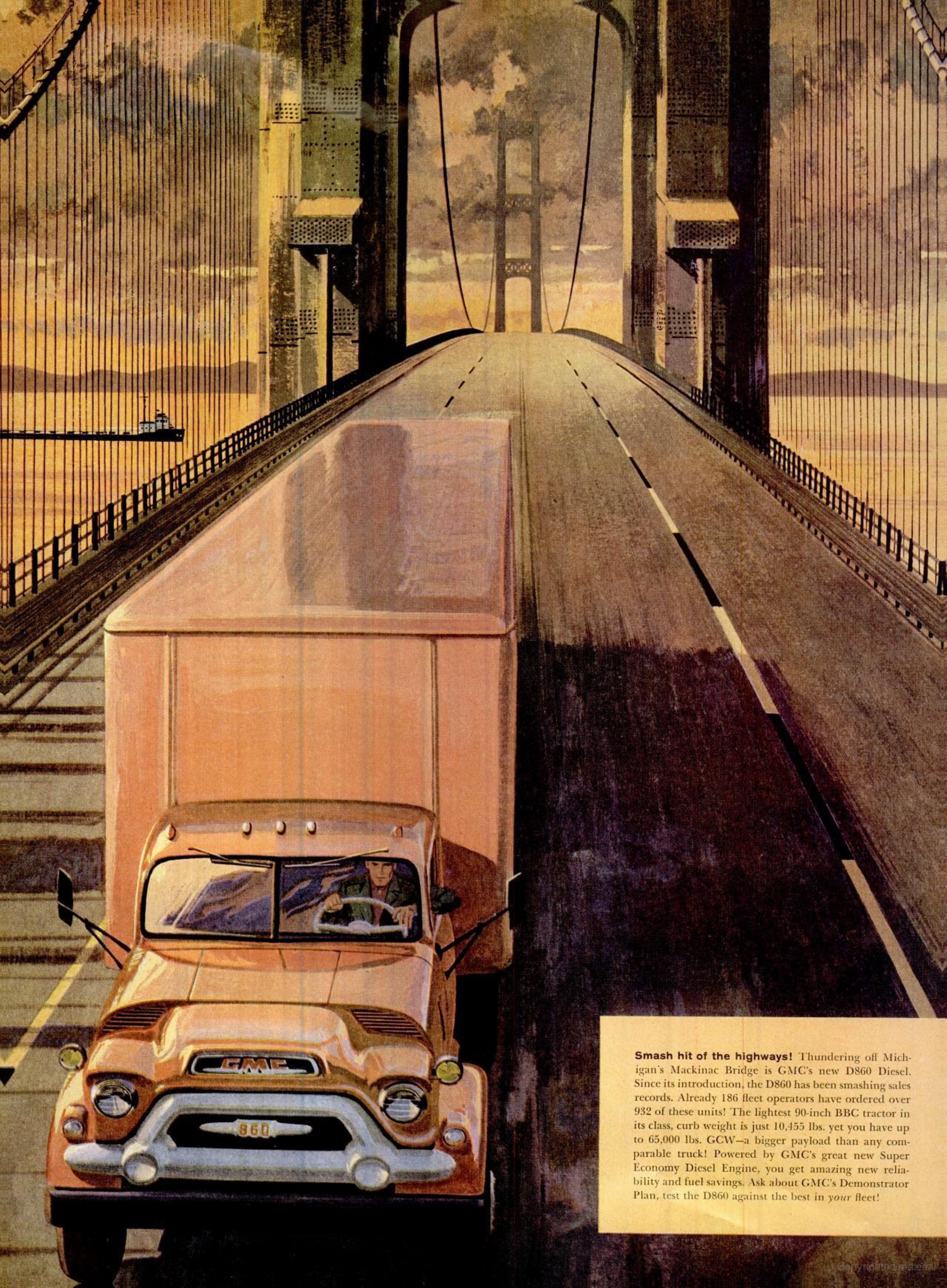
Here's the big pleasure bonus Tareyton's *Dual Filter* delivers: It gives you *more* than just high filtration! It actually *selects* and *balances* the flavor elements in the smoke — *as no single filter can* — to bring out the best in mildness and fine tobacco taste. Try the new *Dual Filter* Tareyton soon — you'll see!

**NEW DUAL FILTER**

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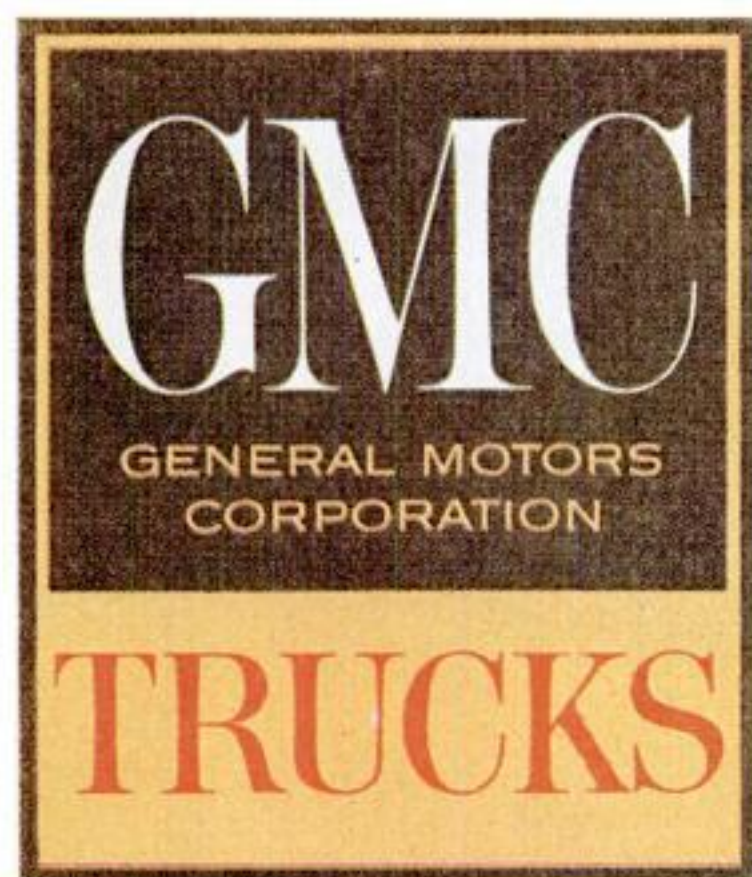


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New Diesel Series offering the lightest weight 90-inch BBC tractor in its class . . . new two-cycle Super Economy Diesel Engine . . . new Wide-Side Pickups . . . biggest selection of six-wheelers in the industry . . . new Multi-Stop Delivery Trucks . . . these are just some of the new developments coming your way from Operation "High Gear".

And, it's only the beginning! There's more on the way! Big improvements in truck operation and economy that mean money in the bank to every truck owner. You owe it to yourself to keep your eyes on Operation "High Gear". Drop in and ask your GMC Dealer about it.

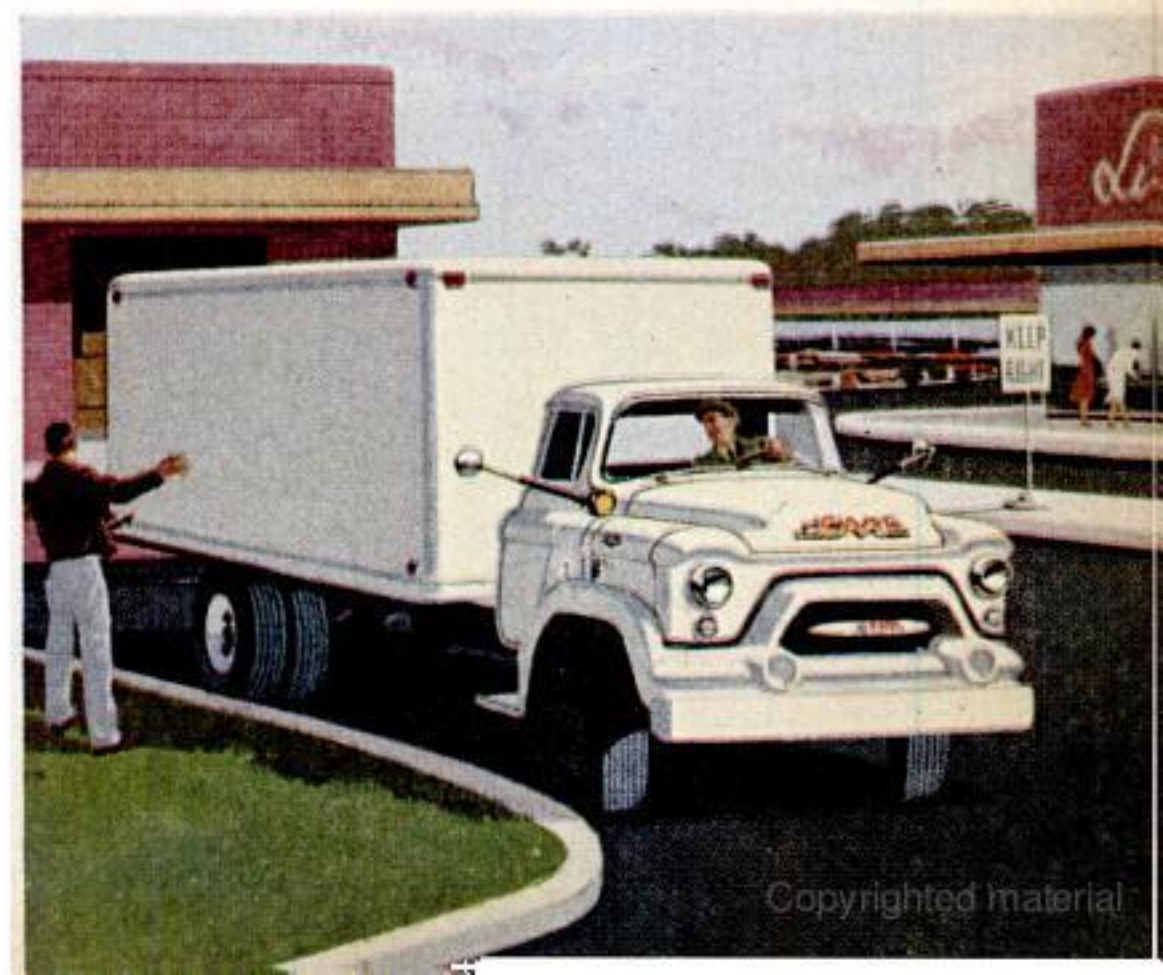
GMC TRUCK & COACH—A General Motors Division.

From 1/2-ton to 45-ton...General Motors leads the way!

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**Most versatile truck made!** GMC's thrifty F370 gives you COE flexibility with conventional cab accessibility. Highly maneuverable in congested areas. Mounts bodies up to 48-feet or hauls almost any size trailer.







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**Are mothers getting younger or do they just look that way?** She, for one, has that wonderful wholesome quality—the freshness, the radiant hair color that just naturally keeps a woman looking younger, prettier...feeling more confident. And when you think how quick and easy it is to keep hair beautiful, clear-toned and sparkling with Miss Clairol Hair Color Bath, you wonder why *any* woman *ever* should let gray or fading hair age her looks! With Miss Clairol, finished color

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AFTER PUSHING OWN BASKET IN WASHINGTON SUPERMARKET, MIKOYAN CHECKS SALES SLIP WHILE SOVIET AMBASSADOR MENSHIKOV DIGS OUT MONEY TO PAY

# COMMUNIST IN CAPITALISM

U.S. supermarkets and hard tops captivate Old Bolshevik rubberneck Mikoyan

In Russia, First Deputy Premier Anastas I. Mikoyan is a man of enormous stature, second, perhaps, only to Nikita Khrushchev. He is an Old Bolshevik, a Communist ever since he left an Armenian seminary in 1915. His deft and cynical mind has made him a master in perilous Kremlin politics, shrewdly being the first to denounce the dead Stalin, boldly backing Khrushchev when the Presidium tried to fetch him down. As the Kremlin's craftiest trader, he has built Russia's foreign commerce and is a chief architect of his country's austere but virile economy.

Now he had invited himself over to the U.S. and Americans were seeing this formidable little man—he stands 5 feet 5—in a role that might well dumfound his countrymen. Here was a tourist, as he styled himself,

absorbed with a sightseer's intensity in the streamlined gadgetry of a free-and-easy capitalist economy. As such, Mikoyan shopped in a shiny Washington supermarket and studied his \$9.29 grocery bill with housewifely care. He inquired about drive-it-yourself car rentals. He paused at a bookstore for pensive inspection of *Dr. Zhivago*, the book that got his countryman Boris Pasternak banned in Moscow.

While the Old Bolshevik pursued these activities with genuine interest, he did not hide the more familiar and adroit Mikoyan. Ignoring anti-Communist pickets as "mere comedies," he talked earnestly of friendship, trade and peace. And, using salesman's flattery, he assured Cleveland industrialists that they "are better businessmen" than he.





**SHOPPING** in supermarket. Mikoyan, with Menshikov at elbow, surveys potato chips. He bought one bag.



**RUBBERNECKING** at a Howard Johnson restaurant on New Jersey Turnpike, where he breakfasted on toast and tomato juice. Mikoyan asked to see kitchen. Here, conducted by night manager Conrad Hunnicutt (rear), he goes on a tour.



**BROWSING** at a Maryland motel. Mikoyan inspects pop dispenser. He showed interest in vending machines.







**VISITING NIXON**, Mikoyan looks up obediently as the vice president points out chandeliers which Thomas Jefferson bought in Paris for White House.



**INSPECTING FACTORY** of Cleveland's Lincoln Electric, Mikoyan is handed sample welding rod by Art Ochsner, whose machine bundles finished rods.



**TRYING EXPERIMENTAL CAR**, Mikoyan waves as he and his son, Sergo, take seats for a ride in General Motors' gas turbine-propelled Firebird II.

## SHARP EYE FOR NEW IDEAS

Mikoyan sank a needle into a sensitive American nerve in Detroit where, viewing a finned model just off the 1959 assembly line, he asked, "Why do you have the back fender that way?" But he was quick to make amends, suggesting that, "like the way I comb my hair," auto fender lines were probably a matter of taste.

When Mikoyan last visited the U.S. in 1936, he took home and introduced to Russians the ice-cream bar. Now again he acted like a man shopping for ideas. From the supermarket, he took along samples of lemon and lime juice in

plastic squeeze bottles shaped like the fruit. Breakfasting aboard a plane, he became absorbed in the break-open salt and pepper packages. At an automobile laboratory he showed respectful interest in a new instrument for measuring pressures inside the heart.

Acting always with crag-faced, unsmiling urbanity, he impressed his suspicious hosts with his candid talk. Only once did he come a socialist cropper by asking a motel keeper whether he made a profit. "Hell yes," retorted the innkeeper, "that's what we are in business for."

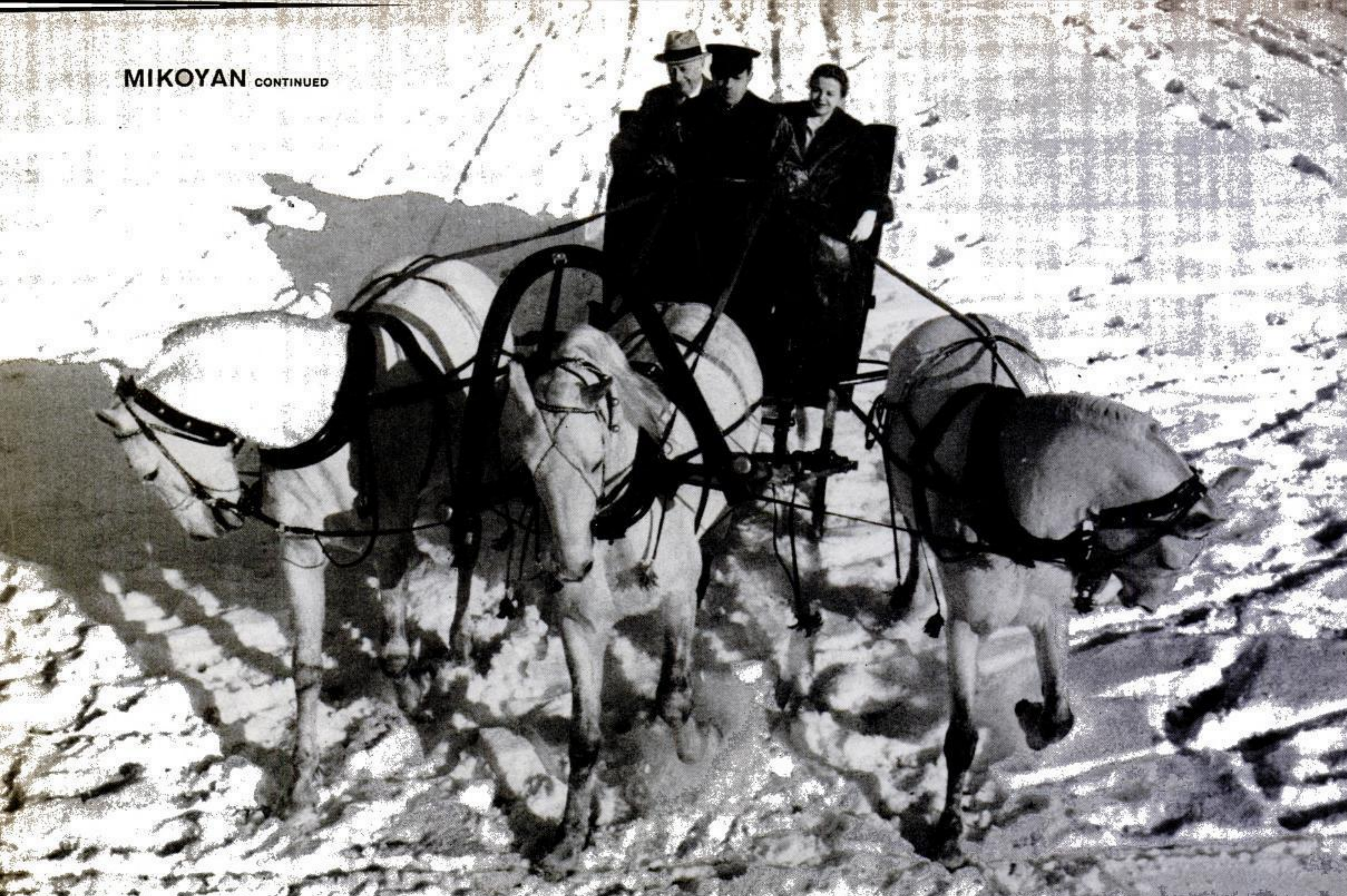


← **FUN AT FORD** is provided for Mikoyan in a hard-top convertible in River Rouge plant. Smiling, he pushes button and watches the top go up and down.

**TROUBLE IN CHICAGO** boils as spitting, yelling pickets press in. Egg (center) sails past Mikoyan. It hit Ambassador Menshikov (at left, out of picture).



MIKOYAN CONTINUED



SEEMINGLY RUNNING IN THREE DIRECTIONS AT ONCE, THE HIGHLY SCHOOLED TROIKA TEAM DRIVEN BY RUSSIAN TRAINER TAKES THE EATONS FOR A SPIN

## A BRISK WORKOUT FOR A GIFT TROIKA

No guest to come empty handed, Mikoyan arrived at Cyrus Eaton's farm to return a visit last summer to Russia and to present a gift from his boss, Nikita Khrushchev. This was a troika, a team of three horses named Konus (Cone), Natourshchik (Nature Lover) and Otklik (Answer), and their carriage or *sharaban*. The art of troika driving was demonstrated by

Trainer Vladimir Ivanovich Fomin who brought the horses from Moscow. Under his hands Natourshchik in the center trotted under his arched collar or *duga* without breaking stride while Konus and Otklik cantered, looking to left and right, their heads held to the outside by check reins. "They would run into a house if I told them to," said Fomin proudly.

STANDING ON RUNNING BOARD AND GRABBED BY MRS. EATON, MIKOYAN RIDES WITH HOSTS. "YOU ARE BRAVEST MAN I EVER HEARD OF," GASPED MRS. EATON





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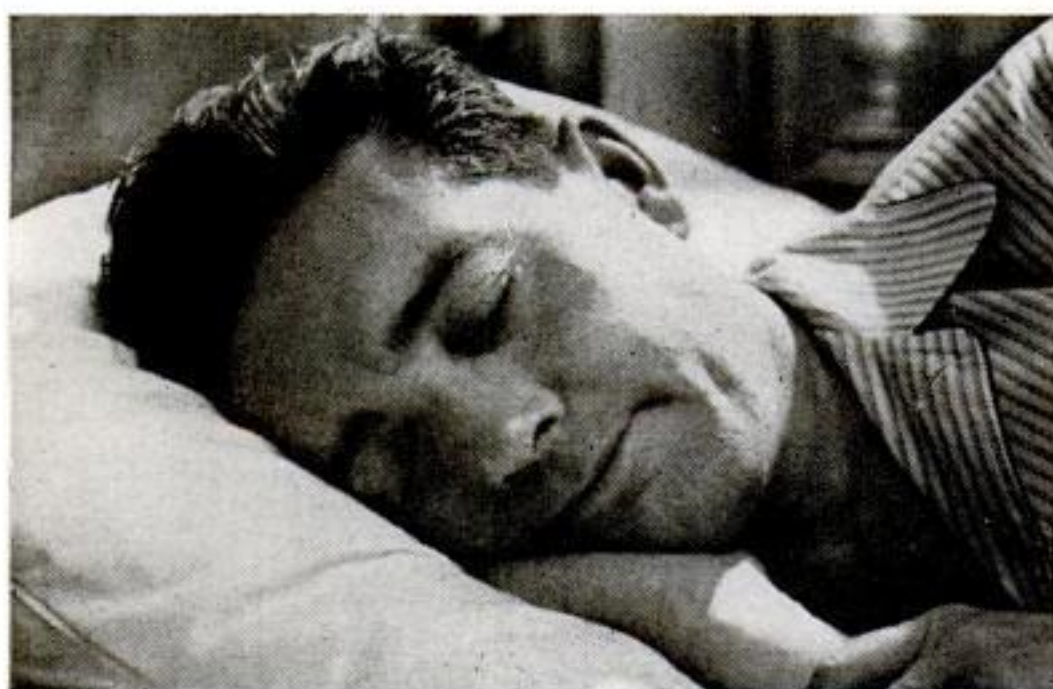
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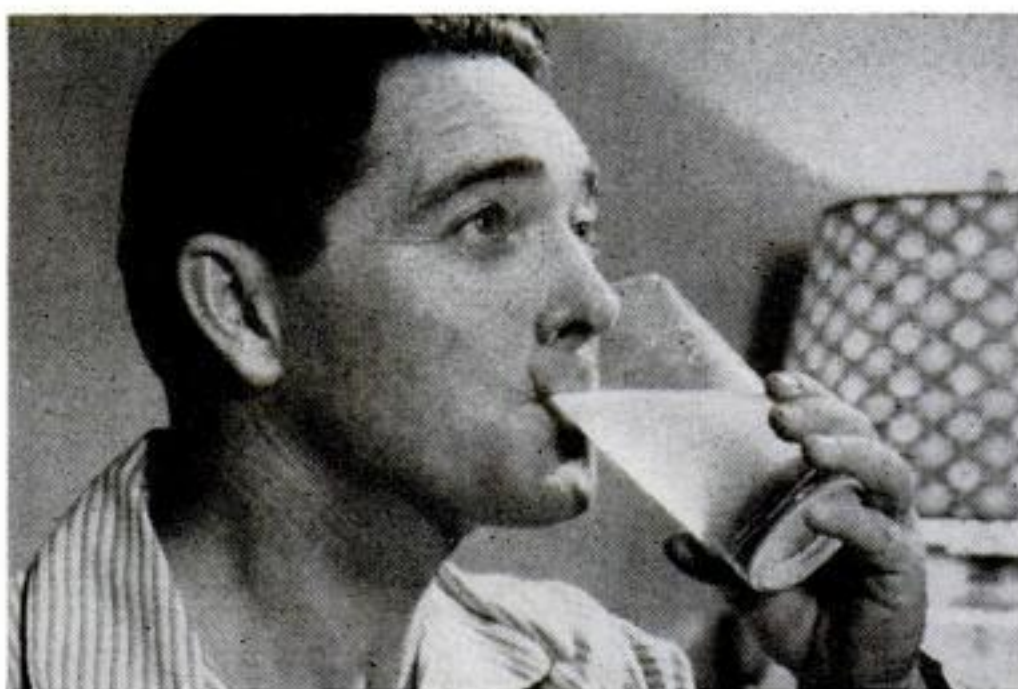




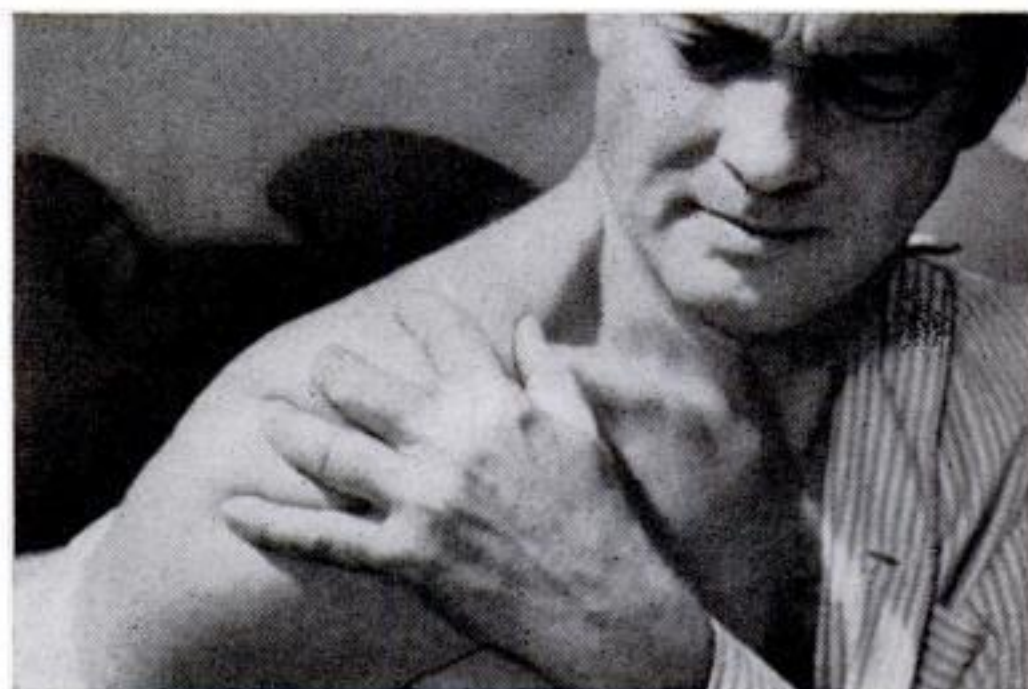
# NOW... A TOTAL COLD with Bufferin®



**1** **Safe pain relief!** Bufferin's antacids help protect against the stomach upset that many other pain remedies may cause. And Bufferin contains no nerve-jangling caffeine. You can safely take it as directed for the duration of your cold.



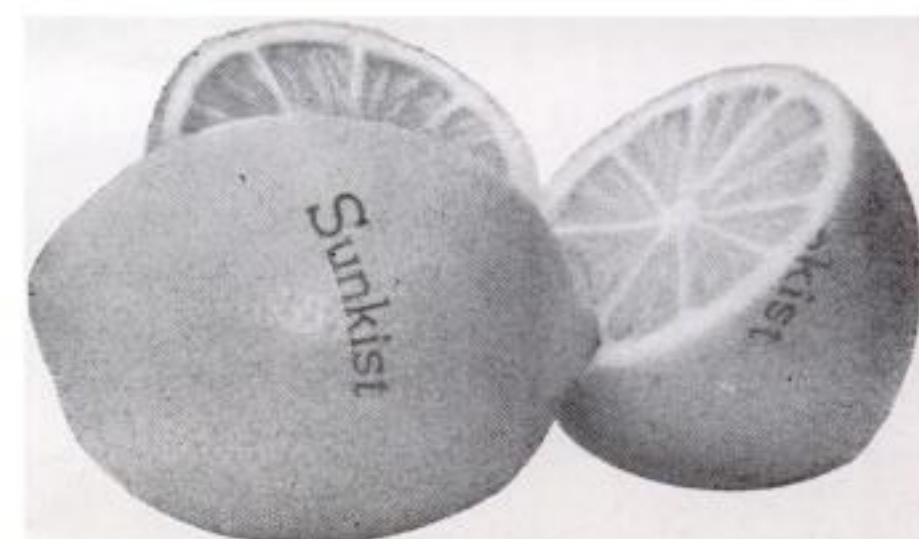
**2** **Replenish vital Vitamin C!** Fresh Sunkist Lemon Juice is especially rich in Vitamin C, one of the body's vital lines of defense against infection. Mixed with water or in a hot lemonade, you'll find it's wonderfully refreshing, too.



**3** **Get fast pain relief!** Bufferin's exclusive formula relieves pain with amazing speed. You get fast relief from painful cold miseries: headache, sore throat, muscular aches and pains, faster than you ever believed possible.

WHEN YOU PICK UP A COLD, BE SURE TO PICK UP

*Bufferin and Sunkist Lemons*





# RELIEF TREATMENT!

## and Sunkist Lemons



**4 Restore fluid balance!** Fresh Sunkist Lemon Juice and water help restore the fluid balance of nasal and sinus membranes to fight infection. Helps maintain the proper acid-alkaline balance during stress period of cold infection.



**5 Reduce fever fast!** Bufferin adds to aspirin Di-Alminate, an exclusive combination of antacids to help speed the pain reliever into the blood stream where it *must* go to relieve pain and reduce the fever which may accompany a cold.



**6 Promote digestion and aid regularity!** Fresh Sunkist Lemon Juice helps to promote digestion. And for millions this health habit is the natural way to regularity—without the unpleasant side effects so often associated with harsh laxatives.



### Ask your doctor about this proven double-action relief!

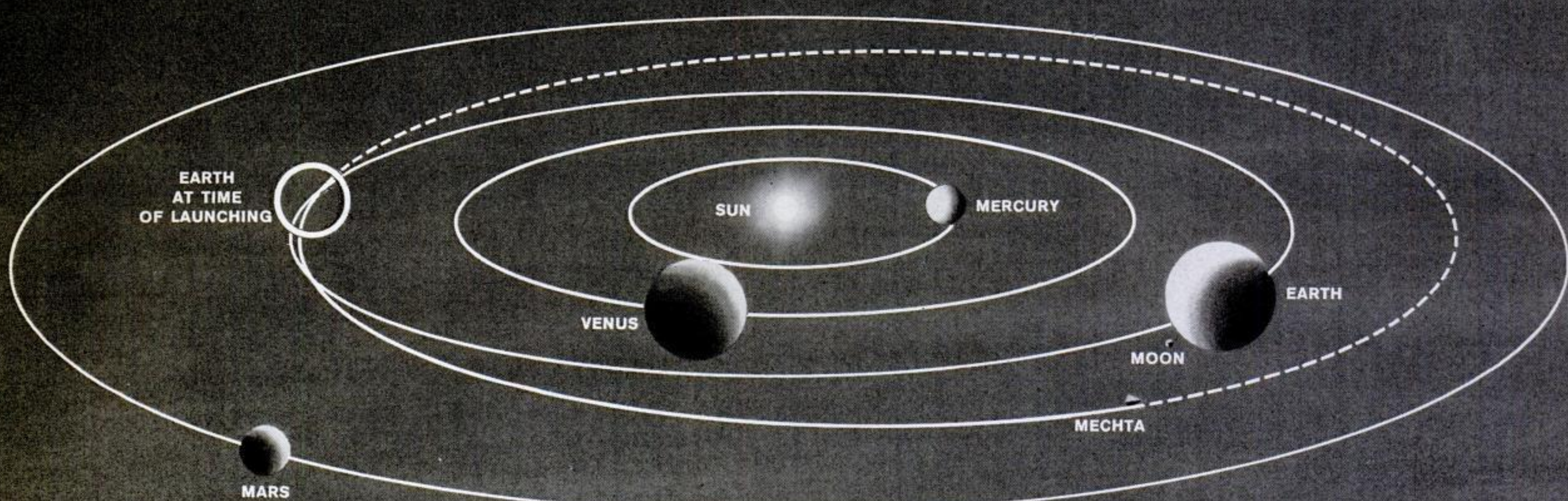
If possible, stay in bed during your cold, particularly if you're running a fever.

Drink Sunkist Lemon Juice: the juice of one lemon in one-half glass water every 2 to 3 hours the first day, 3 to 4 times daily thereafter.

Drink hot lemonade at bedtime.

Take Bufferin for your cold as directed on the package. If your headache, sore throat or muscular aches persist, or if your fever doesn't drop promptly, call your physician immediately.





**MECHTA'S ORBIT** is shown here in schematic diagram with the orbits of its nearest neighbors in the solar system. In drawing Mechta is shown at point it will reach next May after traveling 237 million miles from point of launching

and is 22 million miles from Earth. Though Mechta moves faster and is now moving ahead of the earth, the earth will have passed it by then since the earth covers a shorter orbit. Dotted line traces the completion of one full Mechta orbit.

# WHAT'S GOING TO HAPPEN TO MECHTA?

**Odds are that the Russians' 'Asteroid 31,208' will orbit for millions of years**

**I**TS radios now silent, its ton-and-a-half bulk out of range of the earth's most powerful telescope, the Russian rocket Mechta ("Dream") raced unheard and unseen ever farther beyond the moon in its sweeping orbit around the sun. Man's imagination, whetted by the new wonders that Mechta was performing, leaped beyond mere moon shoots to anticipate journeys already planned to Mars and Venus.

But as they prepared for the even more startlingly audacious space stunts scheduled for the months ahead, laymen had some bread and butter questions to ask about Mechta. Since all contact with it was lost 62 hours after launching, how can the Russians be so sure where it is going? How can they know that this piece of

metal is going to orbit in the solar system for millions of years? Why won't it plunge into the sun? Or wander out past Saturn and Neptune? Or fall apart?

The Russian confidence in their calculations is based on commonly known physical laws which strictly govern the behavior of stars and planets. The Russians know the masses, positions and relative velocities of the sun, earth and moon—the only celestial bodies likely to affect Mechta on its journey. It is reasonable to assume that Russian scientists got a good fix or two on Mechta by radio after it had passed the moon. It would then be simple to feed the pertinent data into a computing machine and quickly calculate the rocket's path. On this basis there is no reason to question the Russian assertion that Mechta is moving in the elliptical 15-month orbit shown above. Its closest approach (perihelion) to the sun is about 91 million miles and its farthest distance from the sun (aphelion) is about 122.5 million miles.

Since Mechta has no atmosphere, there is nothing to cause erosion or corrosion. As it glides along its orbital curve, Mechta leads a completely stressless and strainless existence. It is a physical system in perfect equilibrium—that is, the centrifugal force created by its own velocity around the sun exactly counterbalances the gravitational force out of the sun. That is why there is no danger of its being pulled into the sun or drifting off to some remote part of the solar system.

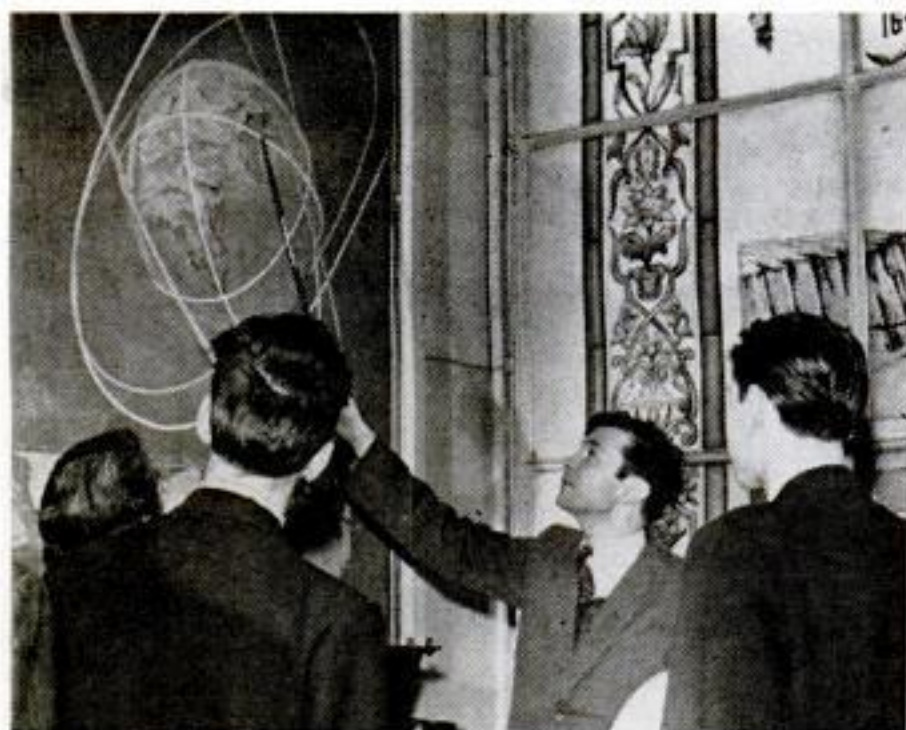
Meteors present perhaps the gravest threat

to Mechta's longevity, but there is very little chance that it will run into anything big enough to hurt it. It will undoubtedly collide with tiny meteoric particles which will nick its surface now and then. But any greater damage seems unlikely.

Mechta's surface is probably treated to protect it from the destructive effect of the temperature extremes it would otherwise undergo in space. But even if rapid fluctuations of intense heat and cold were to crack and pulverize it, Mechta would go on orbiting as a unit. Out where it is in space there is no force to pull anything apart.

The earth itself may present a slight hazard. Mechta, at its closest approach to the sun, may

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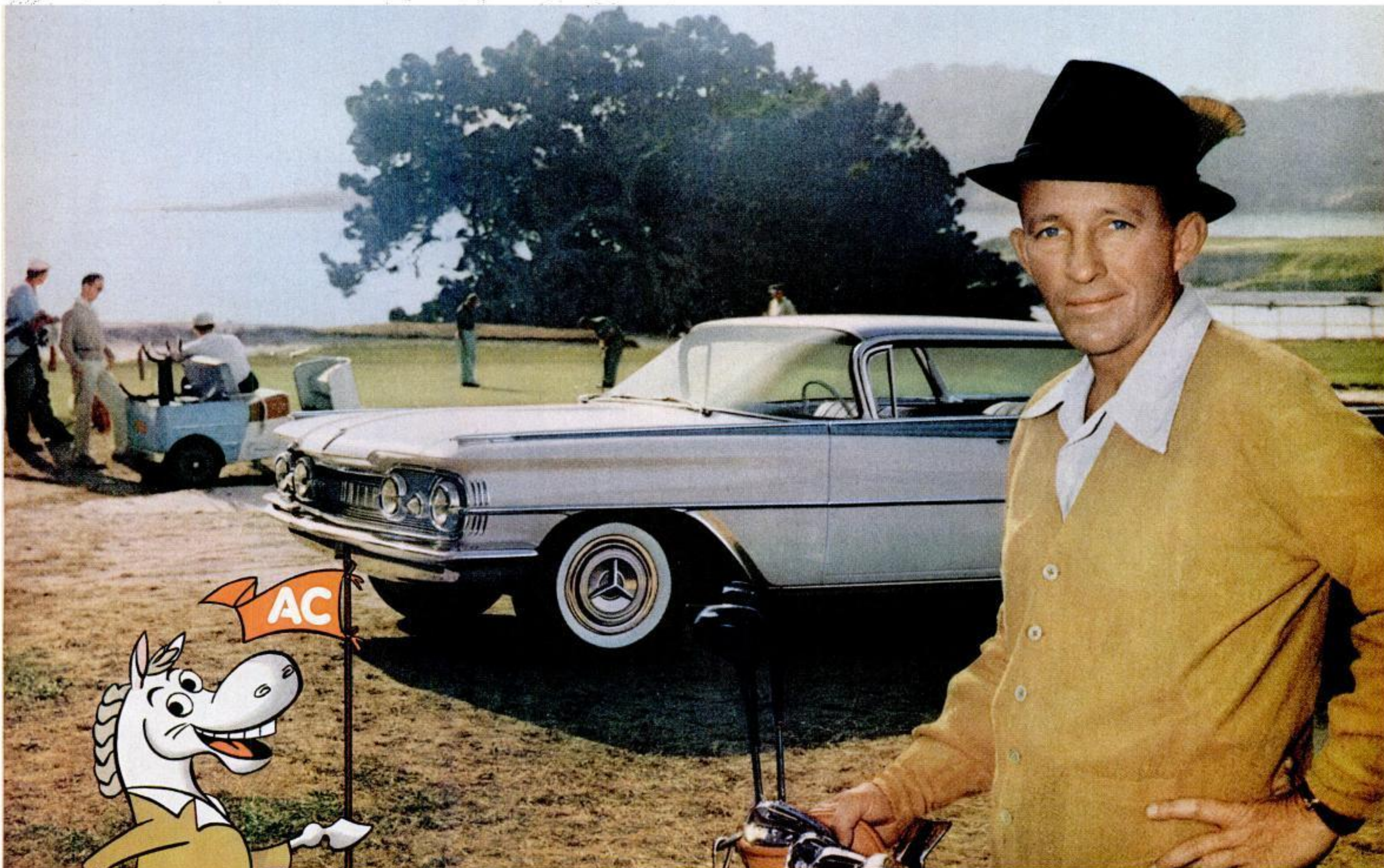
**IN MOSCOW PLANETARIUM** lecturer explains to an eager audience some of the technical problems involved in putting Mechta into its planetary orbit.



**SOVIET SCIENTISTS** talk to newsmen. From left: sun expert E. Mustel, missileman A. Blagonravov, A. Topchiev, watchdog of space projects.



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When you pass out the plates—pass out the 7-Up! You can't do more for your guests—because no drink does more for food! Seven-Up, between bites, helps all the good food flavors come through. (It wakes up your taste buds!) Suddenly spaghetti tastes better than it ever did before. Or pizza—or whatever you're eating. Food loves 7-Up—and so will you. **YOU LIKE IT...IT LIKES YOU**



## MECHTA CONTINUED

frequently intersect the earth's orbit, which goes out as far as 94.6 million miles. It will get in the vicinity of the earth itself once every five years—but still, in all likelihood, millions of miles away. Since orbits do shift slightly over the centuries, there is always a chance that Mechta might get appreciably closer. And if it got close enough to the gravitational field of the earth-moon system, whose influence is effective across half a million miles of space, it could be deflected into an erratic orbit, or even snared and pulled to a flaming end in the earth's atmosphere. U.S. astronomers believe, like the Russians, that the odds against this occurrence are very high.

When Mechta does approach the earth's vicinity again, a powerful telescope might, with some luck, pick it up. Since it tumbles in its travels, it will reflect varying amounts of sunlight, thus giving it an identifying twinkle. But the time and place of its arrival would not be precisely known and the difficulties are compounded by the fact that Mechta is not the only little planet in the solar system. There are thousands and perhaps millions of such minor planets, usually called asteroids, in similar orbits. Most of them are in the area between the orbits of Mars and Jupiter but some

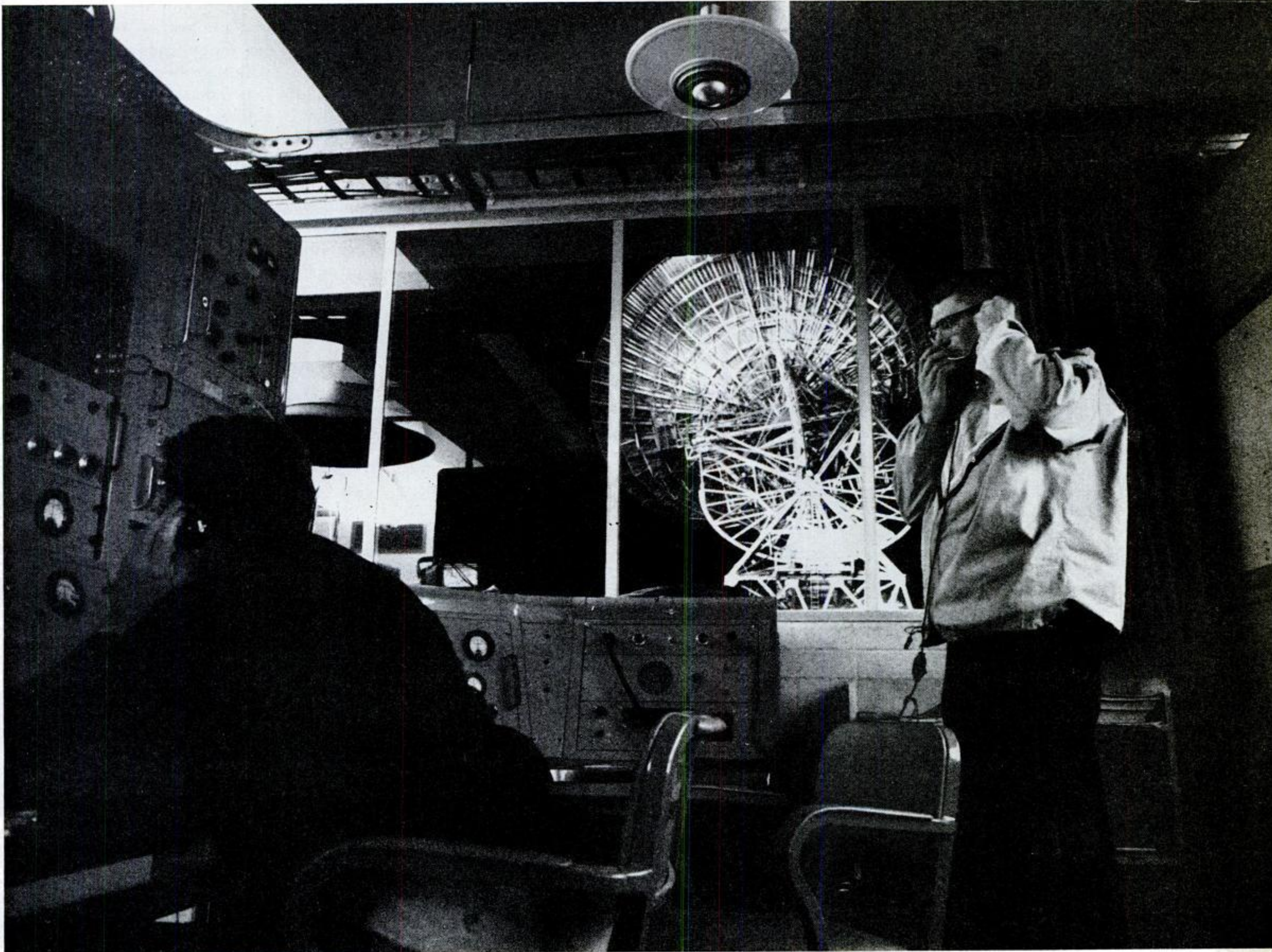
are between Earth and Mars. A good many of them are, in fact, much larger than Mechta. When Russian scientists at a press conference referred to Mechta last week as "Planet No. 10," they were obviously carried away by patriotic overenthusiasm, since this suggests that aside from the nine major planets, only Mechta is in orbit around the sun. Mechta might more accurately be called something like "Asteroid No. 31,208."—a fact which does not of course detract from the grandeur of the Soviet achievement.

Some scientists speculated that the Russians may have meant to hit or orbit the moon. But since they made no mention of equipping Mechta with retrorockets that would slow it down or change its course, it seems unlikely that they had an orbit in mind. The fact that they had put the Soviet flags aboard suggested that they hoped to land Mechta on the moon and claim it as their territory—a matter that seriously concerns space lawyers. But they could really expect to perform this phenomenal feat on this try—which they say is their first—only through a lucky bull's-eye.

by ALBERT ROSENFELD  
*Assistant Science Editor of LIFE*



**SIGNALS FROM MECHTA** are picked up by the Moscow Planetarium radio shortly after launching.



**U.S. TRACKING ANTENNA** near Death Valley, Calif. was one of the few non-Russian stations to receive radio signals from Mechta. The giant antenna, run by

Caltech's Jet Propulsion Laboratory, was specially built to track U.S. space probe attempts. It had to be hurriedly modified in order to track the Russian rocket.



# THE WASTEFUL, PHONY

**Millions who suffer through blitz methods would take off more pounds**

**S**UPPOSE for a moment that two suburban housewives, each of whom weighed exactly 130 pounds on the bathroom scale at 7:30 o'clock this morning, go to the city today for lunch and a movie.

Mrs. Smith, who stands 5 feet 3 with her shoes on, has been gaining weight steadily since her last pregnancy. Recently she found to her horror that she could no longer squeeze into last year's evening gown. She is determined to get down to the 115 she weighed as a bride and has embarked upon a four-week crash diet which she found in a woman's magazine. At the restaurant she orders a half grapefruit,

four slices of unadorned Melba toast and a cup of black coffee, which is the same thing she had for breakfast. For dinner at home she will have ditto, plus one lean lamb chop, a small salad without dressing and a glass of skimmed milk.

Her friend Mrs. Johnson stands 5 feet 6 in her shoes and has a somewhat larger frame, even allowing for the difference in height. She does not display any noticeable bulges and has never given much thought to her weight. For breakfast she had orange juice, bacon and eggs, toast and coffee. At lunch she orders a chicken, lettuce and tomato sandwich, canned pineapple for dessert and coffee with cream. (She knows that this makes her friend Mrs. Smith drool, but she is hungry after the ride to the city and cannot help it.) Later on at home she will dine happily and unthinkingly upon a shrimp cocktail, a half-pound steak, a potato, a generous serving of carrots, a salad and coffee. Still later Mrs. Johnson will indulge herself with a bedtime snack: a fresh pear and a glass of milk.

*Question: Which of these two housewives will weigh more a year from now?*

*Answer: Mrs. Smith*

Happy-go-lucky, well-fed Mrs. Johnson may be stuffing herself by the standards of the fad dietitians, but actually the amount of food she consumes is not fattening at all for a woman of her size. Although we have been conditioned by some of the self-appointed experts into thinking that we risk obesity every time we so much as look at a potato or fondle a slice of bread, the fact is that the human mechanism, even the dainty feminine kind, requires a considerable amount of fuel every day to keep it going. At 5 feet 6 inches and 130 pounds, Mrs. Johnson shapes up splendidly from any viewpoint, esthetic or medical. And any legitimate nutritionist would say that her breakfast, lunch, dinner and bedtime snack are just about ideal to keep her going along full of health and energy at her present weight.

Poor, famished Mrs. Smith, on the other hand, is the victim of the great food fallacy of our times. The crash diet, so dear to the hearts of the women's page feature writers, has probably added more inches to more hips than any other culinary development since the



Dieting cycle begins when woman reads about method "guaranteed" to take off poundage. She enthusiastically joins her

friends as they sweat in steam baths, exhaust themselves with exercise, sample "nonfattening" sweets and patented reducing

DRAWINGS FOR LIFE



# CRASH DIETING CRAZE

and keep them off just by changing a few minor habits by ERNEST HAVEMANN

first pig was roasted. Nobody who likes food well enough to get fat in the first place can live for long on a diet of grapefruit and Melba toast, or bananas and skimmed milk, or lean beefsteak and lettuce, or any of the other absurdly monotonous and painfully meager diets which have been proposed in recent years. Will power can carry the Mrs. Smiths just so far. Then they are preordained by the frailty of human nature to whimper in self-pity, throw up their hands and rush for the nearest supply of roast goose, mashed potatoes with gravy and mince pie à la mode.

Most of the Mrs. Smiths never last the 20-, 40- or 90-day period prescribed for them. They suffer through several days or even weeks of anguished self-denial, in the course of which they may lose three to 10 pounds. Then, torn by temptation and either discouraged by the slow progress or made overconfident by quick success, they decide to go off the diet "just for one day." Most of them never go back. Even those who see the diet through to the bitter end and actually lose all the weight promised for them seldom remain their new slim selves. Their stomachs may have been "shrunk" by the diet but they quickly get unshrunk. One piece of pie leads to another, and soon Mrs. Smith has resumed the habits that made her fat in the first place.

## Alternating between starvation and glut

THE Mrs. Smiths usually wind up discouraged about dieting and reconciled to getting fatter, which they then proceed to do with considerable abandon. Or sometimes they repeat the whole cycle over and over, alternating unhappily and guiltily between starvation and glut. There are thousands of women in America who regularly weigh 145 apologetic pounds under their fur coats in the winter and 120 crabby pounds in their bathing suits in the summer, almost as if their weight and dispositions were controlled by the solstices. One authority on overweight, Dr. Norman Joliffe of the New York City Department of Health, claims that at least 90% of all the people who lose weight on a diet proceed to gain it right back. Often they put on a few extra pounds to keep it company.

Yet there are millions of Mrs. Smiths in our land, for losing weight has become a great national pastime. Dr. Albert Stunkard, a psychiatrist at the University of Pennsylvania who got interested in the subject, has gone so far as to call it a "national neurosis." Any book with the word "reduce" or "diet" in the title is almost sure of a big sale. Soft drink makers who used to advertise how big a glass you could buy for a nickel now brag about how light their product is in body. Sugar is no longer sold on the basis of tasting good but because it contains only 18 calories to the teaspoon. Bread and spaghetti manufacturers seem to give the general impression that their products are nine-tenths sawdust and contain almost no nourishment at all.

One reason for our national concern with dieting is a revolution in standards of feminine beauty, due probably to the invention of the camera. Because a woman must have high cheekbones and hollow cheeks to be truly photogenic, almost all our fashion models and movie stars are skinny. In an attempt to emulate them many a woman is dieting today who would have been considered hopelessly bony by an oldtime artist like Rubens, and who even today would be considered dangerously underfed in Finland or Russia. A second reason for the diet craze is an impressive body of recent medical evidence, contained chiefly in studies by the Metropolitan Life Insurance Company, which indicates that slim people live longer than fat people. The hearty old dinner table slogans like "Eat up" and "This will stick to your ribs," with which people used to encourage one another to greater and greater feats of gastronomy, have given way to nervous admonitions like, "Take it easy on the butter, Dad, we don't want to lose you."

Because dieting has become so popular so fast, a good many myths have come to enjoy a general public acceptance. It is commonly believed that potatoes are more fattening than steak (they are less fattening) and that margarine is less fattening than butter (they are the same). Many a dieter has eliminated his usual teaspoonful of sugar in his coffee but added an extra dollop of cream (three times as fattening). Many people cut down on salt (no effect whatever on fat). Many try to melt fat away in steam baths (impossible) or have it

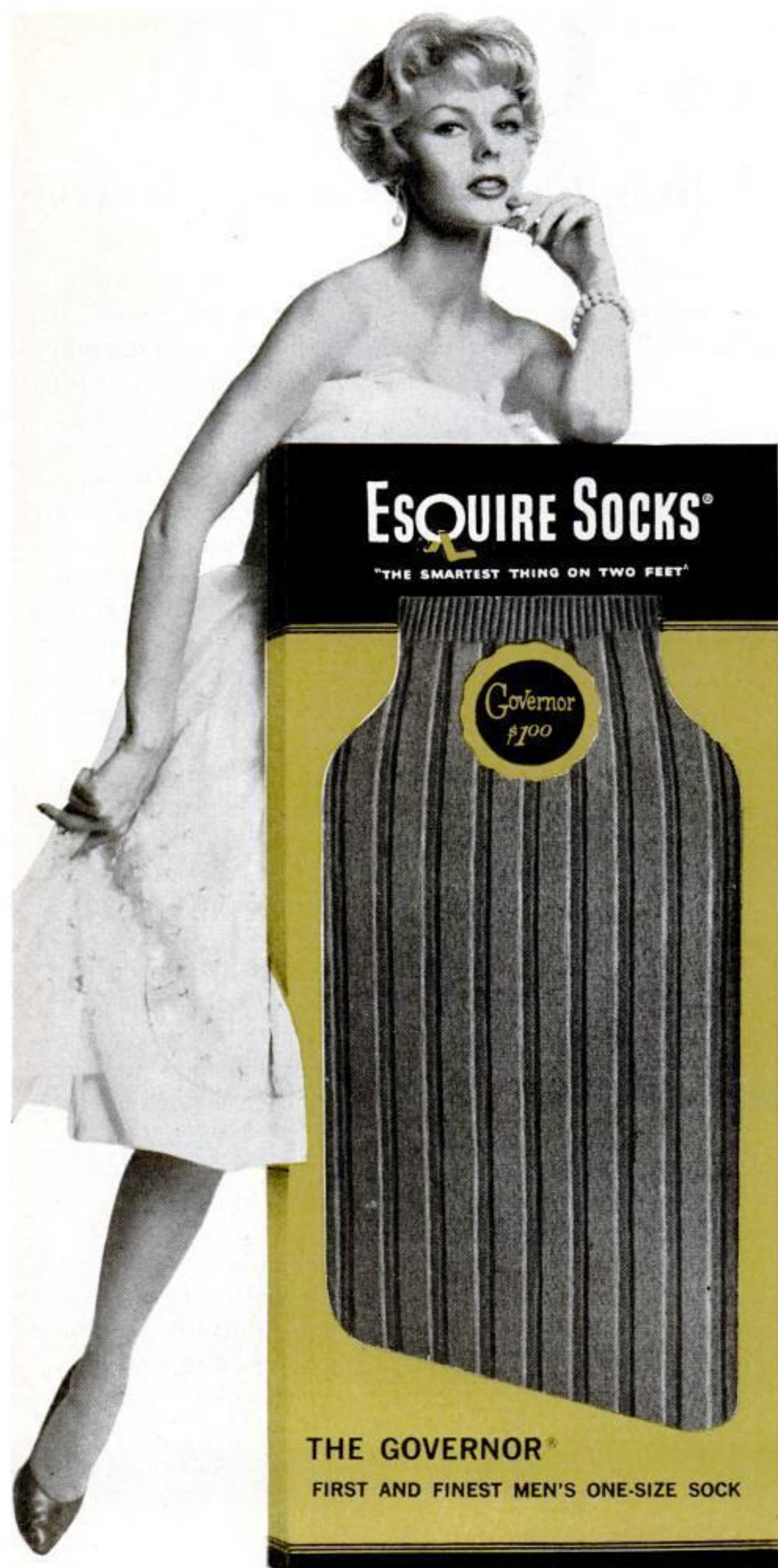
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courses, and consume strange foods. Her obsession even affects her husband who begins to feel he should join in. But by then

the strain is too much and the dieter flees to the pastry shop (far right). Presently she will be right back where she started





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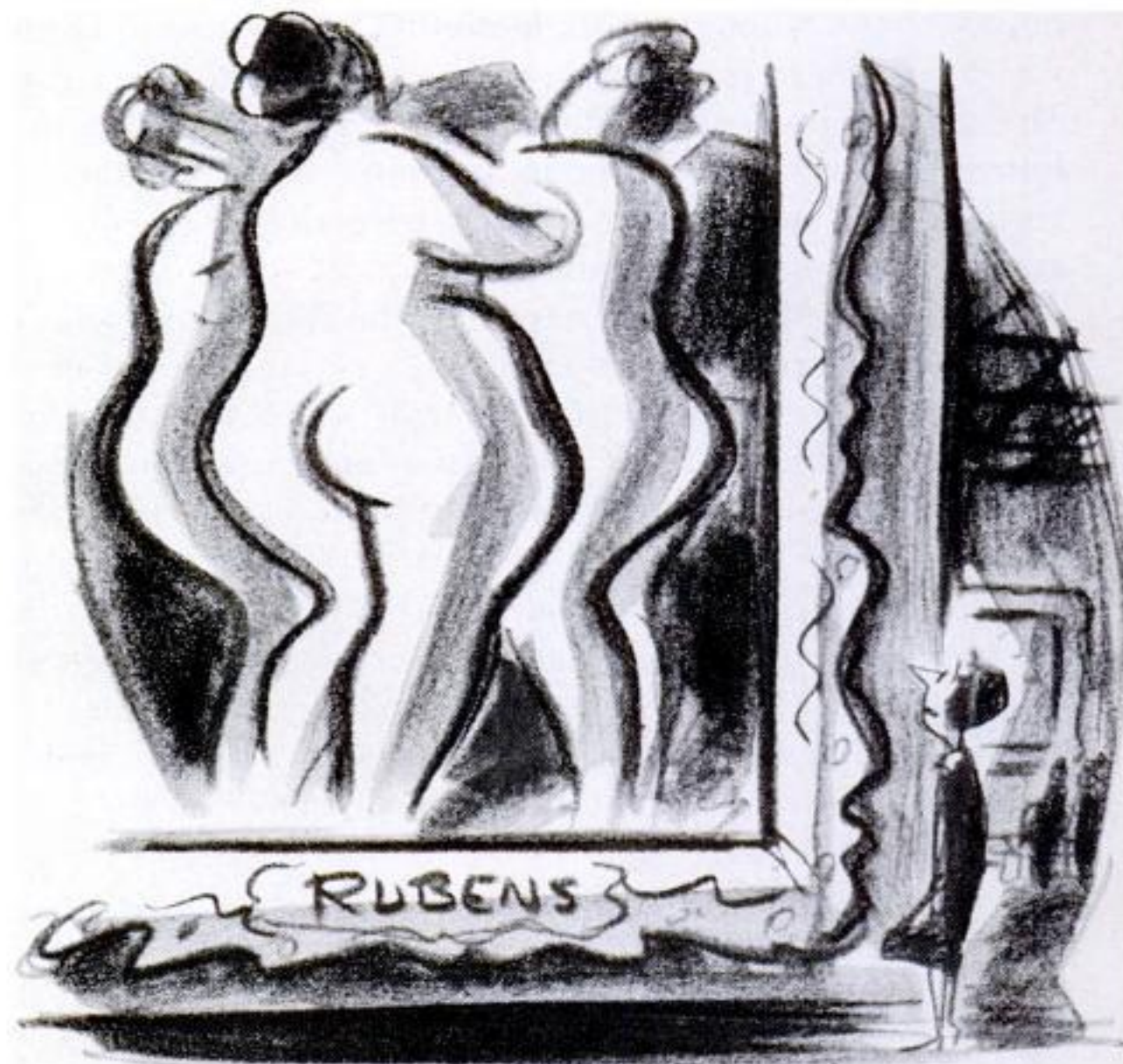
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## DIET CRAZE CONTINUED

broken down by massage (likewise). Many fat people complain that they must have some kind of glandular disorder (possible, but extremely uncommon) because they get fat while eating no more than their slimmest friends (most fat people put away far more food than they ever realize).

The physicians who know the most about overweight have very few positive opinions about it, admitting to a man that they know far less than the various fad diet experts claim to know. One eminent medical authority said recently, "All that we know is that



*In former times women more generously endowed were considered paragons of beauty*

obesity is a disease, the cause and cure of which are unknown." Another authority said, "We know about as much about overweight as Hippocrates in ancient Greece knew about fever, namely, that in general it seems to be bad."

Merely judging whether a person is fat, normal or skinny is a good deal more difficult than most of us ever realize. The height and weight tables that one sees printed on penny scales and in books about reducing merely show what the people who were weighed and measured in life insurance examinations have averaged over the years—for example, 180 pounds for a man in street clothes standing 6 feet tall. But when the tables are adjusted to allow for individual body structures, they can be considered fairly reliable indicators of normal or abnormal weight. For instance a broad-beamed professional football player may weigh as much as 230 pounds, made up mostly of bone and muscle without any excess fat at all. Another 6-footer with narrow shoulders, small bones and almost no muscle may be cushioned deep in fat while weighing a mere 150. Many athletically built women who consider themselves on the horsy side and are desperately trying to lose weight do not really have a single ounce of fat to spare. On the other hand women with exceptionally small bones may have a good deal of fat hidden away here and there in well-camouflaged places and yet may be the envy of all their dieting friends.

About the only way you can be sure how fat you are is to have yourself weighed under water to determine your specific gravity. Because the specific gravity of solid muscle is much higher than that of fat, an overweight person will weigh less on the underwater scales than a muscular or underweight person of the same size. But underwater weighing requires some complicated and expensive equipment which is available only in a few medical laboratories. It is not recommended anyway to the faint-hearted. The next best thing is what doctors call the pinch test. If the fold of skin you can take between thumb and forefinger (doctors generally measure it with calipers) at the back of your upper arm is less than three-eighths of an inch thick, you are underweight; if it is more than three-quarters of an inch thick you are overweight. The fold over the lowest ribs, on the side of the body



straight down from the armpit, is less than half an inch thick on underweight people and more than one inch thick on overweights. A certain amount of abdominal fat, often called a spare tire, is almost inevitable in people over 30. It is within normal limits if it disappears while you are lying flat on your back and totally relaxed, but if it bulges the abdomen noticeably under these conditions you are overweight.

Even if the pinch tests prove that you are definitely fat, about all that the medical authorities agree on is that this is too bad. The mortality rate for people who are 20% overweight is 17% higher than it is for people of normal weight; for those who are 30% overweight it is 34% higher. Indeed, your life expectancy is longest, once you have passed early adulthood, if you are a little underweight by the averages. These facts have been proved beyond any reasonable statistical doubt by life insurance company studies and can be verified offhand by anyone who cares to look around him at the older people of his acquaintance. There are relatively few fat people of 70, still fewer of 75 and almost none of 80 or 90. This is because the fat people have all died off by that age, leaving only the slim ones living.

But there is considerable question as to what if anything the overweight person can do to beat these odds. Many seriously overweight people, those who are 20% or more over normal, started to get that way in childhood or early adulthood. The causes are obscure. A very small number of them doubtless have strange glandular imbalances, and a few have suffered injuries or infections in that part of the brain called the hypothalamus, which seems to regulate the appetite. Some of them are the children of families in which it was considered normal and even virtuous to eat as much as possible from morning till night, as a tribute to mother's skill with the butter, lard, whipped cream and olive oil. Some of them, perhaps many of them, have got fat for psychological reasons; they are "compulsive eaters" who stuff themselves as a reaction to stress, just as other people develop headaches, backaches or ulcers. In any event all these peoples' eating habits are solidly established by the time they decide to try to take some



*American dieting ideal would draw horse laughs from substantially built Soviet females*

of the fat off—and they find that losing weight is by no means as easy as the inventors of the crash diets pretend.

Keeping the weight off is even harder than getting it off. Dr. Stunkard, the previously mentioned psychiatrist with a special interest in obesity, once made a point of keeping in touch with some patients who had managed to lose 20 pounds or more under his guidance. Two years later four out of five had to be classed as backsliders. Dr. Stunkard has reported his conclusions in these gloomy words: "Most obese persons will not stay in treatment. Of those who stay in treatment, most will not lose weight. And of those who do lose weight, most will regain it." Dr. Stunkard is not nearly so quick to prescribe diets nowadays, he admits, as

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## DIET CRAZE CONTINUED

in his younger and brasher days. Because of the difficulties and the psychological problems which are often involved, he feels that any man who weighs more than 250 pounds and any woman who weighs more than 200 should never attempt to reduce without constant medical supervision and may be well advised never to attempt it at all.

This leaves a great many of us who are anywhere from a few ounces to 20 or 30 pounds overweight, have no special excuses and would like to get back to normal or even lower than normal, in hopes either of looking better by today's slim-Jim standards or of living longer, or both. Can we do it? Perhaps. But not on grapefruit and Melba toast.

At this point a pause is in order for paying tribute to the mysterious wonders of the human body, for it is really a miracle that any of us should be anywhere near normal weight at all.

Nothing in nature, not even the human digestive tract, can circumvent what physicists call the first law of thermodynamics,



*A thin-boned six-footer can be overweight at 150  
while muscular counterpart is normal at 230*

sometimes known as the law of conservation of energy. In layman's terms this law means simply that if you put enough fuel oil in your storage tank to heat your house for two months, at the end of the first month you should jolly well have another month's worth of oil left in the tank, no more and no less. The food we eat is fuel, and once we have swallowed it we must either burn it up or store it. After we are fully grown we can store it only as fat. Yet the fuel value of the different foods we eat varies tremendously, a single pat of butter containing as much as about a dozen big stalks of celery. Our individual fuel requirements also vary. A muscular 6-foot ditchdigger requires twice as much as a dainty 5-foot woman who sits at a reception desk all day. It is strange and marvelous that out of all the variety of foods available to us, most of us should automatically select just about the right amounts of the right kind to supply our own special needs.

This is especially impressive because of the fact that the seemingly most inconsequential changes in eating habits can make a profound difference in weight over the months and years. The fuel value of our food, as anybody who has ever been on a diet knows, is measured in calories, a calorie being roughly enough heat to raise a pint of water by four degrees. The ditchdigger requires about 4,000 calories a day to keep his weight steady, the receptionist about 2,000. (One might expect the difference to be even greater, but a considerable part of the fuel we burn goes just to perform the work of staying alive, namely running our heart, lungs, kidneys and so on, and this is not affected by how much other work we do.) If we eat more calories than we burn up, they get stored at the rate of one extra pound of fat for every 3,500 extra calories.

A single extra slice of bread without butter a day (80 calories)

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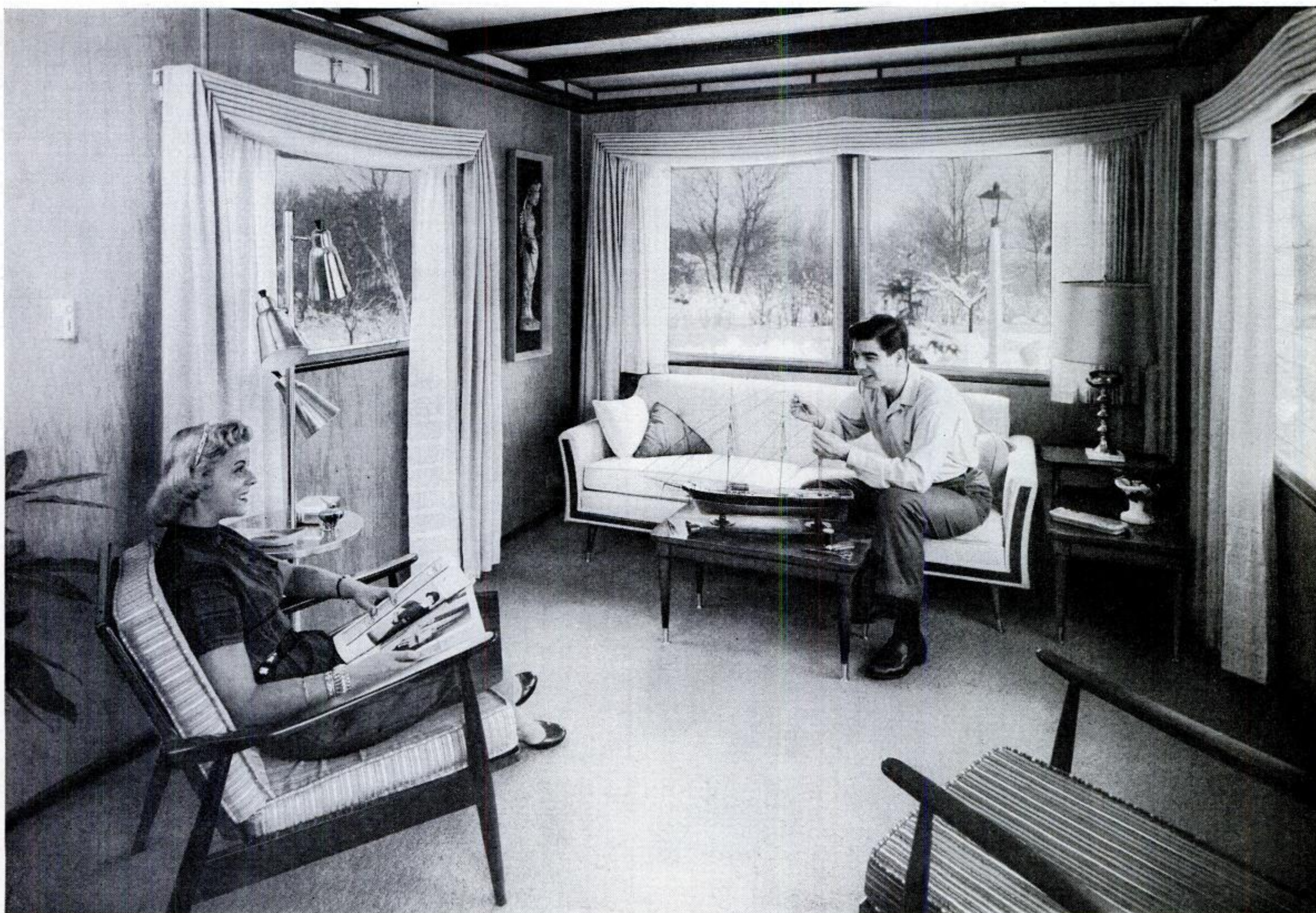
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*Trailer Coach Association* OF THE WEST





Brushing with Colgate helps give the **surest** protection all day long!\*



**BAD BREATH TOOTH DECAY**

COLGATE WITH GARDOL FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY

# STOP BAD BREATH WITH COLGATE WHILE YOU Fight Tooth Decay All Day!

\*Brushing for brushing, it's the **surest** protection ever offered by any toothpaste! Because of all leading toothpastes, only Colgate contains Gardol!

**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!**

Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,† only Colgate contains Gardol to form an invisible, protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember to brush with Colgate Dental Cream!



COPR., 1959, COLGATE-PALMOLIVE COMPANY

†TOP THREE BRANDS AFTER COLGATE... GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAURYL SARCOSINATE.

**CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH**

## DIET CRAZE CONTINUED

will add eight pounds a year. An extra breakfast egg a day (85 calories) will add nine pounds in a year, two tablespoonfuls of heavy cream a day (100 calories) 10 pounds, a luncheon cocktail (150 calories) 15 pounds. If two women of identical size do everything else alike—exactly the same daytime diet and the same amount of work—but one of them gets in the habit of eating a dish of ice cream before going to bed, this one will weigh 20 pounds more than the other at the end of a year. A man who likes a piece of chocolate layer cake for dessert at lunchtime will weigh 40 pounds more at the end of the year than his friend of otherwise identical habits who likes grapefruit for dessert.

Multiply these figures by 10 and it would appear that the next 10 years would see some of us growing emaciated to the point where



*Many overeaters stuffed themselves in childhood as a tribute to mother's cooking skill*

the first wind would blow us away, while others, with only minor differences in eating habits, would weigh as much as full-grown elephants. Yet this never happens. Only a few of us are skin and bones, and only a few of us can qualify as circus fat ladies. Partly this is because we have a built-in system of checks and balances: once that chocolate cake eater has gained that 40 pounds, he needs the extra calories in the cake just to keep his extra 40 pounds going and to carry them around with him, so he quits gaining unless he acquires some new habit. But mostly it is because our appetites are marvelously geared to make us feel like eating just about what we should eat.

Many physicians have come to believe that a great deal of what we call overweight nowadays simply represents a slight failure of this otherwise efficient appetite apparatus to allow for some of the new developments in modern life. After the age of 25 or so our bodily processes slow down and we require a little less food each year to do the same amount of work. Primitive man probably had slightly less appetite for food each year after 25, especially if he was living alone in a cave and had to go out and scrounge for it himself. Nowadays our modern culinary arts keep our palates so delightfully stimulated that we may never catch on that we are growing older and less hungry. Moreover we need only pay for our food, not catch it. Because most of us earn more money as we get into our 30s, 40s and 50s, we find it increasingly easy instead of hard to obtain foods, especially the more expensive and richer foods.

We also subject our appetite apparatus today to a sudden shifting of gears more violent than any ever experienced in the past. For our ancestors the voracious bodily demands of teen-age growth were followed by the almost equally rigorous demands of hard physical work. But today's typical adult businessman burns up 1,500 fewer calories a day than yesterday's typical farmer. Today's housewife with all her modern labor-saving appliances burns up 1,000 fewer calories a day than her grandmother did. Once we have

**CONTINUED**



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cleaning stoves,  
you feel so good  
when you're finished.



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**you finish faster!** Only S.O.S is interwoven

to hold its shape—hold its soap. That's why  
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and shines as fast. (And interwoven fibers  
are easier on your hands.)



**P.S.** *The fresher the pad, the faster you finish!*

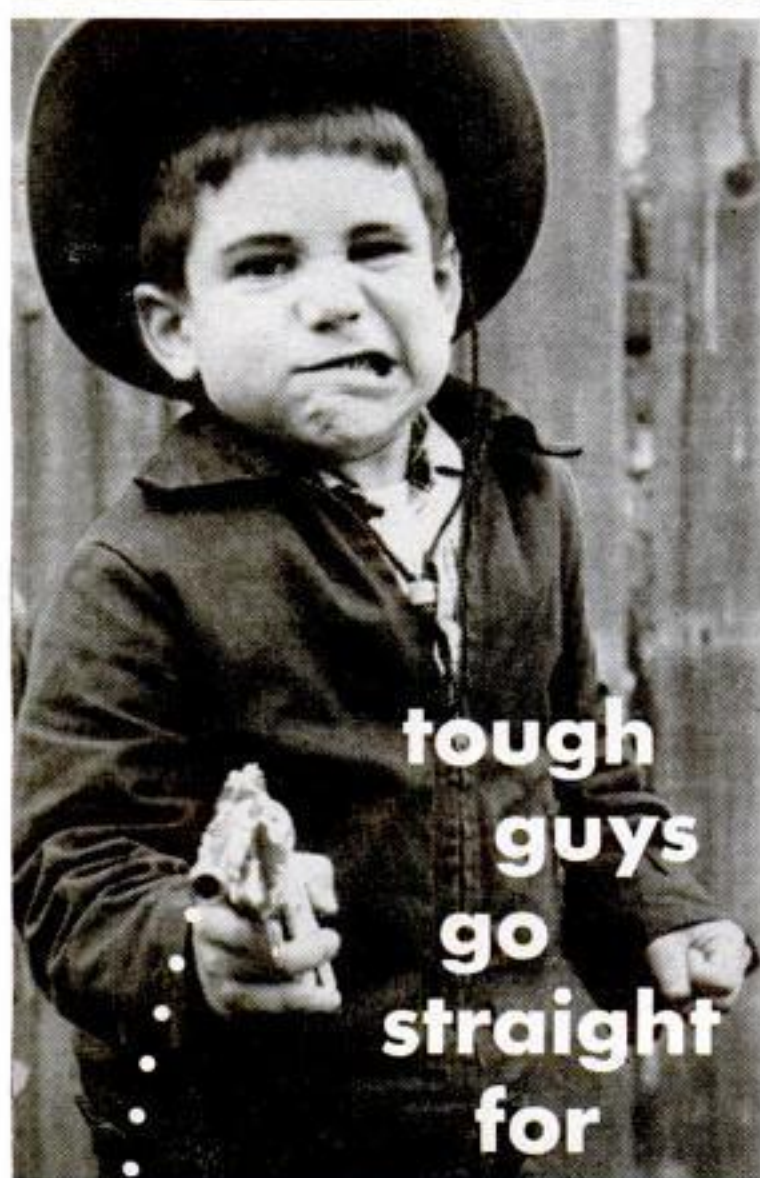


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## DIET CRAZE CONTINUED

stopped growing, our appetite apparatus is faced with the problem of cutting us down to rations on which any previous, harder-living generation would have practically starved. It performs this unaccustomed task fairly well but not perfectly. One might say that it has not had quite enough time to adjust to our industrial and scientific revolution.

Dr. Herbert Pollack, a New York City physician who has been the leader of this school of medical thought about appetite and overweight, once drew up a chart showing what would happen to a man of 5 feet 10 who kept on eating 2,800 calories of food a day from the time he was 25 until he was 60. At 25 he would be in perfect balance, weighing a trim 155 pounds and not gaining an ounce. But immediately thereafter, even while maintaining the same diet and work schedule, he would start to put on fat. He would weigh around 165 pounds by the time he was 30, about 175 pounds at 40, nearly 180 pounds at 50 and just shy of 190 pounds at 60. These figures can all be attributed to his body's decreasing need for food as he



The pinch test is a practical method of finding out how fat you really are

got older; they make no allowance for the fact that at the same time he would probably be losing his taste for evenings of dancing and weekends of tennis, thereby tending to gain even more.

Many readers who are over 30 will doubtless see in these figures the story of their lives. Indeed, the weight gain of Dr. Pollack's mythical man coincides almost exactly with the gradually ascending curve of average weight by age in the U.S. as shown by actual life insurance company statistics. Dr. Pollack has concluded that 90% of all overweight people in our nation are simply victims of this slight imperfection in their appetite apparatus. All these people can get back to normal or thereabouts by making only a slight readjustment.

If Dr. Pollack's mythical man decided at the age of 40 to eliminate a mere 15 calories a day from his diet—just four baked beans, or one saltine, or one tenth of a nickel chocolate bar—his weight would immediately start going down instead of up. At 60 he would weigh about 165 pounds instead of 190. It is therefore Dr. Pollack's advice that we all keep a close eye on the scales. As soon as the needle starts creeping up, it means that our eating habits are excessive for our present fuel requirements—and it is time to make one of these minor changes. If we were not smart enough to do this somewhere along the line, are already overweight and want to get back down, a somewhat more substantial but still not drastic change is in order.

Under no circumstances is it necessary to live on grapefruit and Melba toast. Nor is it necessary to suffer the torments of hunger, for it is no great hardship for most people to live on 500 fewer calories a day and lose a pound a week, or even to live on 1,000 fewer calories and lose two pounds a week. The trick consists mostly in skimping on the fatty foods—bacon, butter, chocolate, cream, gravy, ice cream, olives, pastry, peanuts, salad dressing and

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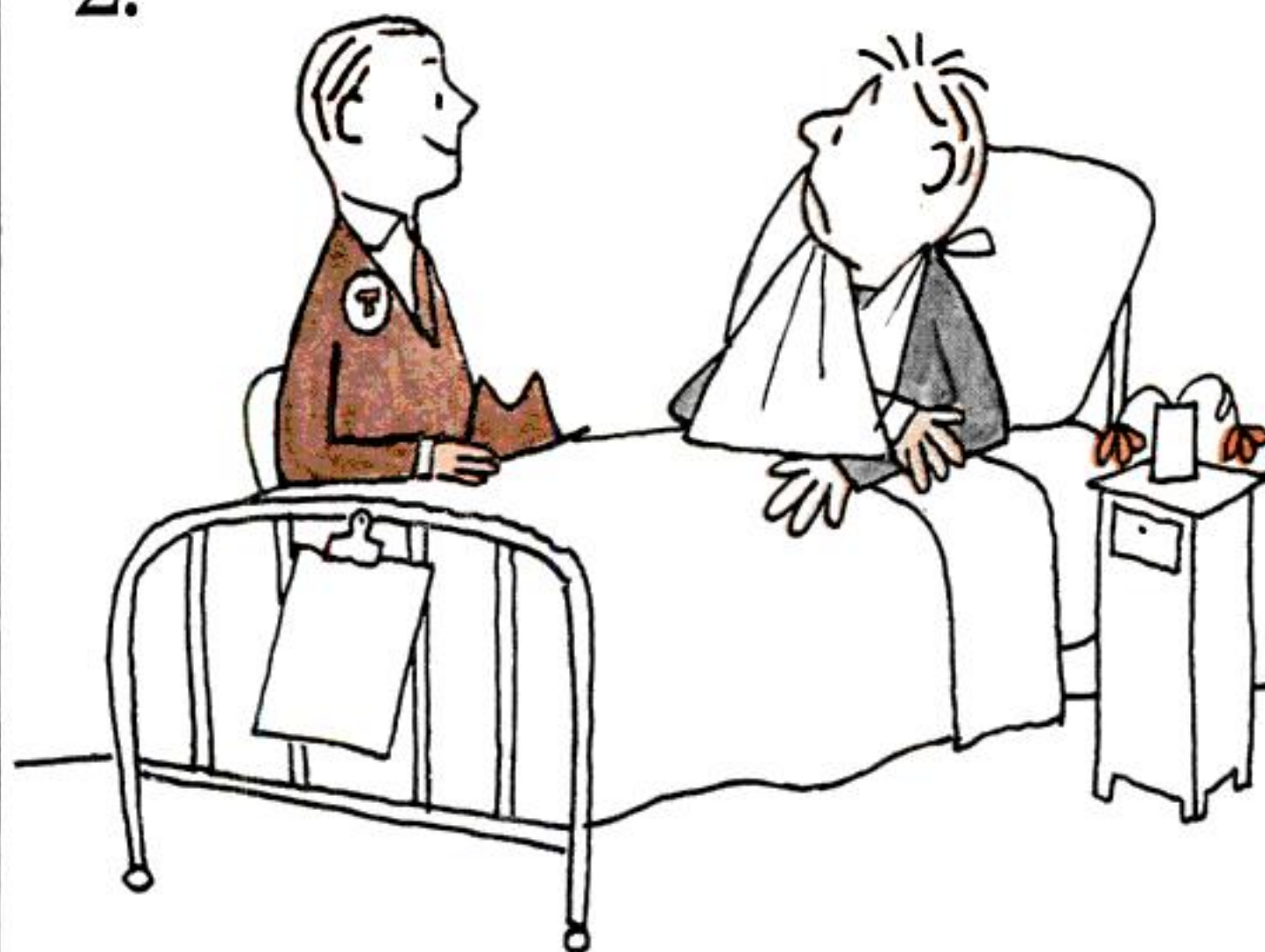
# Why Roy McKie feels like a millionaire

1.



A doting dad was Roy McKie—he loved his bouncing son:  
He wired his alma mater, "Save a Spot for Number One!"  
He lavished him with costly toys and fatherly affection.  
Alas, alack: an accident—and Roy had no protection.

2.



He summoned forth a Travelers man, "I only have a sprain;  
But if I'd died my hopes for Junior'd all go down the drain."  
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"One Travelers man to handle all—my way of life's aloof  
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4.



No millionaire, Roy leads a life of worry-free resplendence—  
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Take a tip from your dentist

Lavoris is used by more dentists  
than all other mouthwashes combined

## DIET CRAZE CONTINUED

sausages—and filling the void with fruit, melons and vegetables. You can stuff yourself with celery, sauerkraut or tomatoes to your heart's content every time you feel the slightest twinge of hunger and still stay well within an effective reducing diet.

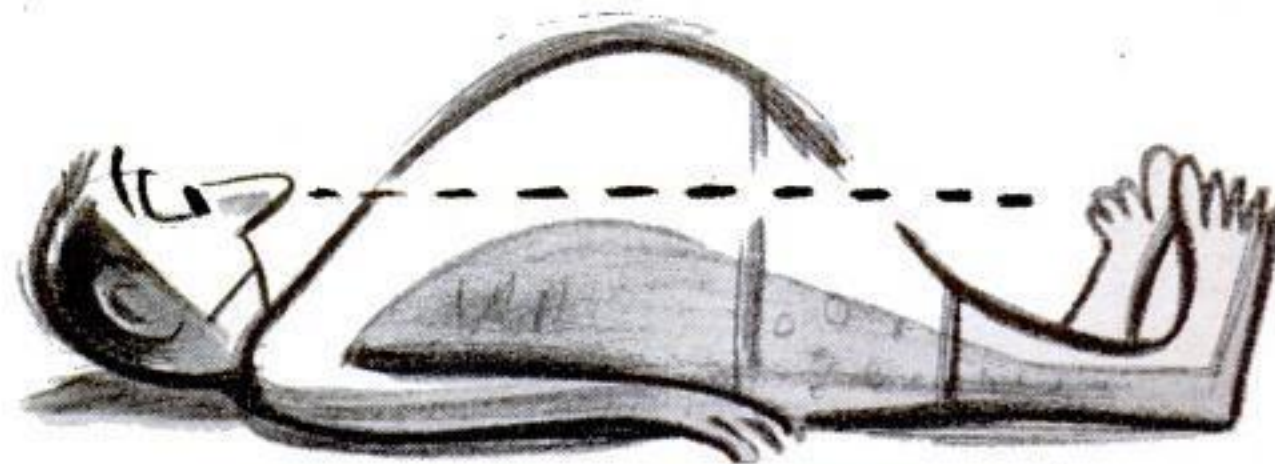
Another way of approaching the problem, of course, is to forget about diets and food consumption altogether and think strictly about how many calories you burn up each day. All of us have friends who can eat us right under the table, who regularly pile in enormous amounts of such rich foods as candy and ice cream but who nevertheless are almost cadaverous in build. We often think that their digestive systems must function so badly that much of the food never gets used. In most cases, however, they are simply nervous, high-strung people who never stop fidgeting in their chairs, rubbing their noses, tapping their feet and jumping up to pace the floor. In the course of a day they burn up a staggering number of calories.

### Working off the blues

**F**AT people are seldom inclined to waste their energy in jittering or in any other way they can possibly avoid. Dr. Stunkard once took a group of his women patients, all far overweight, and matched them by age and occupation with an equal number of women of normal weight. He then gave them psychological tests and asked them to wear pedometers for a week to see how active they were in terms of distances walked. The test results indicated that the fat women were inclined to sit around and mope when they felt depressed or lonely, while the women of normal weight were inclined to work off the blues. The pedometer readings showed that the fat women walked an average of 14 miles a week, the other women 34 miles. Since walking is one of the most fuel-consuming of all human activities, requiring that the whole weight of the body be constantly moved, the 20-mile difference alone is the equivalent of about 215 calories of food a day, or 22 pounds of fat a year.

To those of us who want to keep from gaining weight steadily all our lives but who like food so well that even giving up four baked beans a day is cruel and unusual punishment, the moral is clear. We shall simply have to move around a little more, thereby burning up a few more calories every year than we did the year before. Dr. Pollack's mythical man, instead of eliminating 15 calories of food a day at the age of 40, could just as well leave his diet alone and start burning up the 15 calories in exercise, which is ridiculously easy. All he need do is get up from his desk for 15 minutes a day and think on his feet, moving around the office in a leisurely manner, instead of sitting on his immobile buttocks. Or he can wait until he goes home, then spend five minutes walking around the block before entering his front door.

A few years ago Dr. Pollack made the observation that a person must walk 35 miles to lose a single pound. Since few of us have the time or inclination to take 35-mile hikes, this widely publicized

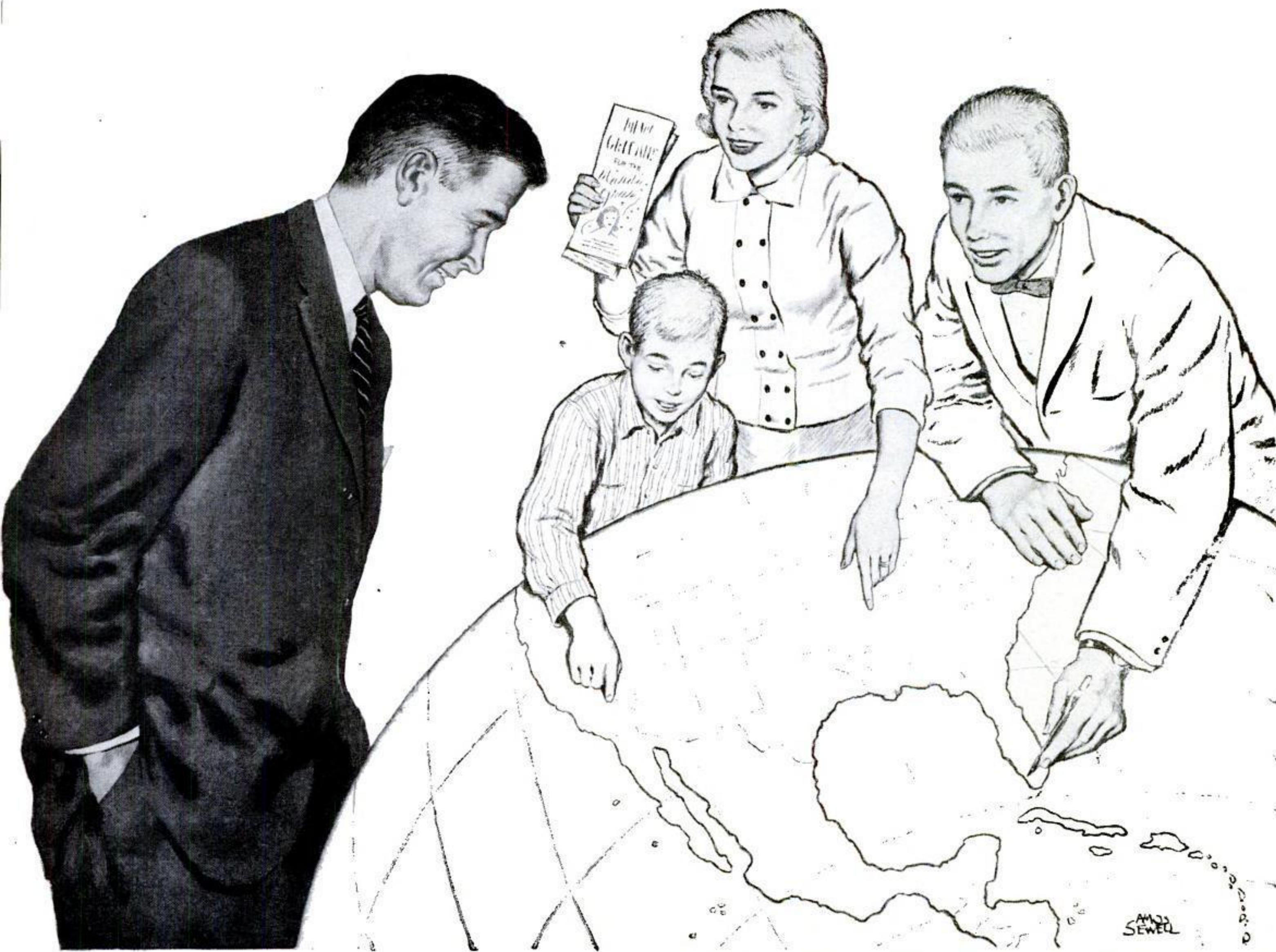


If "spare tire" of fat does not disappear when you lie down, it and you have grown too large

fact has put exercise in considerable disrepute as a means of losing weight. But the fact of the matter is that the 35 miles need not all be walked at once. The important thing is that we burn up more calories sitting than lying down, more standing than sitting and more walking than standing still—and the more calories we burn the slimmer we remain. Dr. Pollack always urges his patients to get a little more exercise each day, with walking preferred because it burns up more calories than push-ups without producing anything like the same kind of distress. Though the combination of just a little more exercise and a little less food each day is the height of simplicity, it has been proved to work—and in fact it

CONTINUED





Whether planning a vacation, or thinking of a new car to take it in, be sure your commercial banker is in the picture. He's the helpingest man in town

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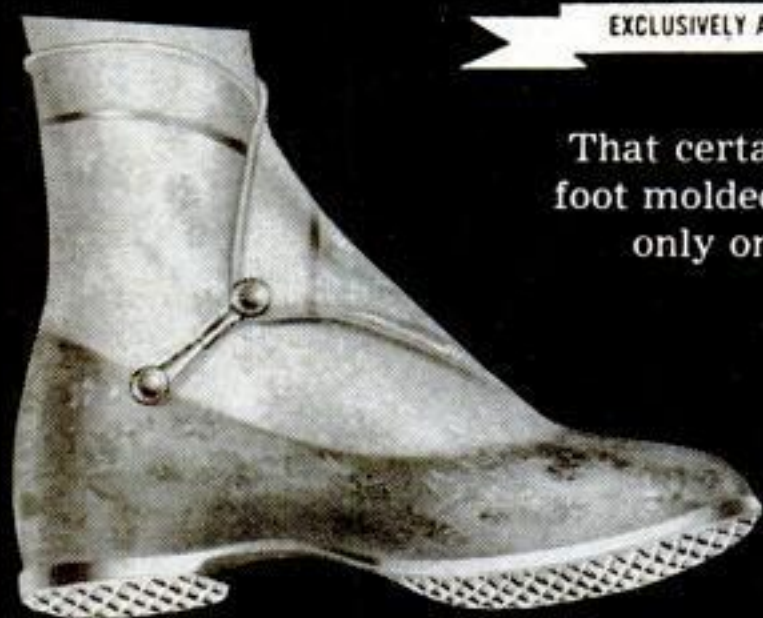
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... for every member  
of the family

## DIET CRAZE CONTINUED

probably represents the sum total of all that is really known on the subject of overweight and diets. If this method will not reduce your weight, nothing will.

Certainly there are no pills which will take fat off. There are drugs like Benzedrine which reduce appetite a little until we get used to them, and doctors often prescribe them to patients who for one reason or another must cut their food intake way down and reduce in a hurry. Patented reducing medicines sometimes combine an appetite inhibitor with other ingredients which get rid of some of the water in our tissues by giving us a mild case of acidosis, thus producing a temporary loss of weight which has nothing to do with how fat we are.

There are no foods which are themselves slimming or contain any other magic properties. The only thing that counts as far as weight goes is the number of calories you eat a day compared with the number you burn. As far as vitamins, minerals and other essential nutrients are concerned, you will get all of everything you need if your daily ration includes, as it almost surely does, two servings of meat, fish, poultry, cheese or eggs; four servings of fruit or vegetables; four pieces of enriched bread or the equivalent in breakfast cereals or spaghetti; and two glasses of milk or skimmed milk, drunk from the glass or used in cooking and desserts. Obviously there can be no merit whatever in the claims of some faddists that American foods have been refined and synthesized to the point where they can no longer nourish us, for if this were so there would hardly be so many of us trying to reduce.

The truth about food and weight reduction, however, is perhaps a little too simple to prevail. It is noteworthy that the books written on this subject by physicians have been consistently outsold by a book written by a diet faddist named Gayelord Hauser, who said we should all immediately start consuming quantities of yoghurt (which is nothing more or less than partly evaporated and fermented milk) and blackstrap molasses (the distasteful residue of sugar refining, the iron content of which comes from prolonged contact with rusty machinery).

It would appear that weight reducing and dieting have gone far beyond the bounds of science and logic. They are now in the never-never land of fads where mah-jongg, miniature golf, chain letters and quiz shows once flourished. What can we talk about, and why should our friends sympathize with and admire us, if we merely walk around the block twice a day and substitute an apple for our usual layer cake? Where is the glamor? Where are those spectacular if temporary coups of 10 pounds in 10 days?

Just as it may confidently be predicted that Mrs. Smith with her grapefruit and Melba toast will weigh more a year from now than her nondieting friend Mrs. Johnson, so, alas, may the Mrs. Smith of 1969 be clearly foreseen. She will carry a clipping in her pocket from a new women's magazine called *Hope Springs Eternal*, and she will be living temporarily on shredded cabbage, lime water and buckwheat hulls. And she will almost surely have gained 10 pounds, bringing her up to 140.



Among the best reasons for dieting is the fact  
that few fat people live to be really old





## *Reach for your phone and have a happy time*

There's a lot of pleasure in that happy impulse. Take right now for instance. Isn't there someone you'd like to call? And someone who would like so much to hear from you? A friend? Brother or sister? Mother or Dad?

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Familiar pack or crush-proof box.  
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AT AFTERNOON PARTY BOY-GIRL STRUGGLE BECOMES CONFUSED AS STEVE KEEDY GETS FEMININE HELP IN PUSHING NANCY SWEET INTO POOL. BOTH WENT IN

# Social Tilt at Twelve

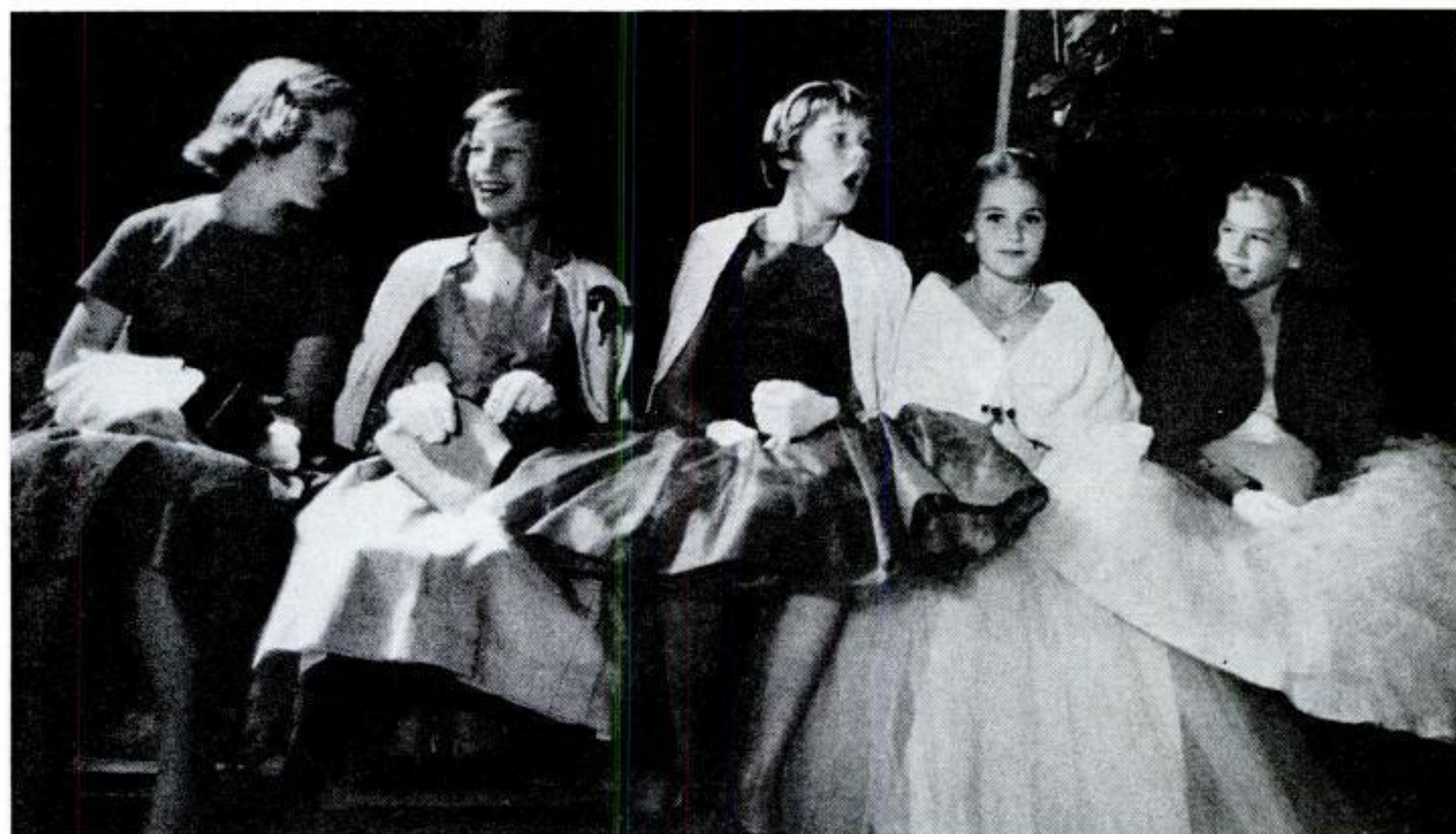
## IN BOUT WITH DECORUM KIDS WIN, THEN GIVE IN

Left to their own devices, 12-year-olds generally wind up in a war when they meet contemporaries of the other sex. That is what happened in Miami one recent afternoon—as shown above. But if sufficiently intimidated by parents, 12-year-olds manage a pretty good show of decorum. That is what happened to the same youngsters that same evening—as shown at right.

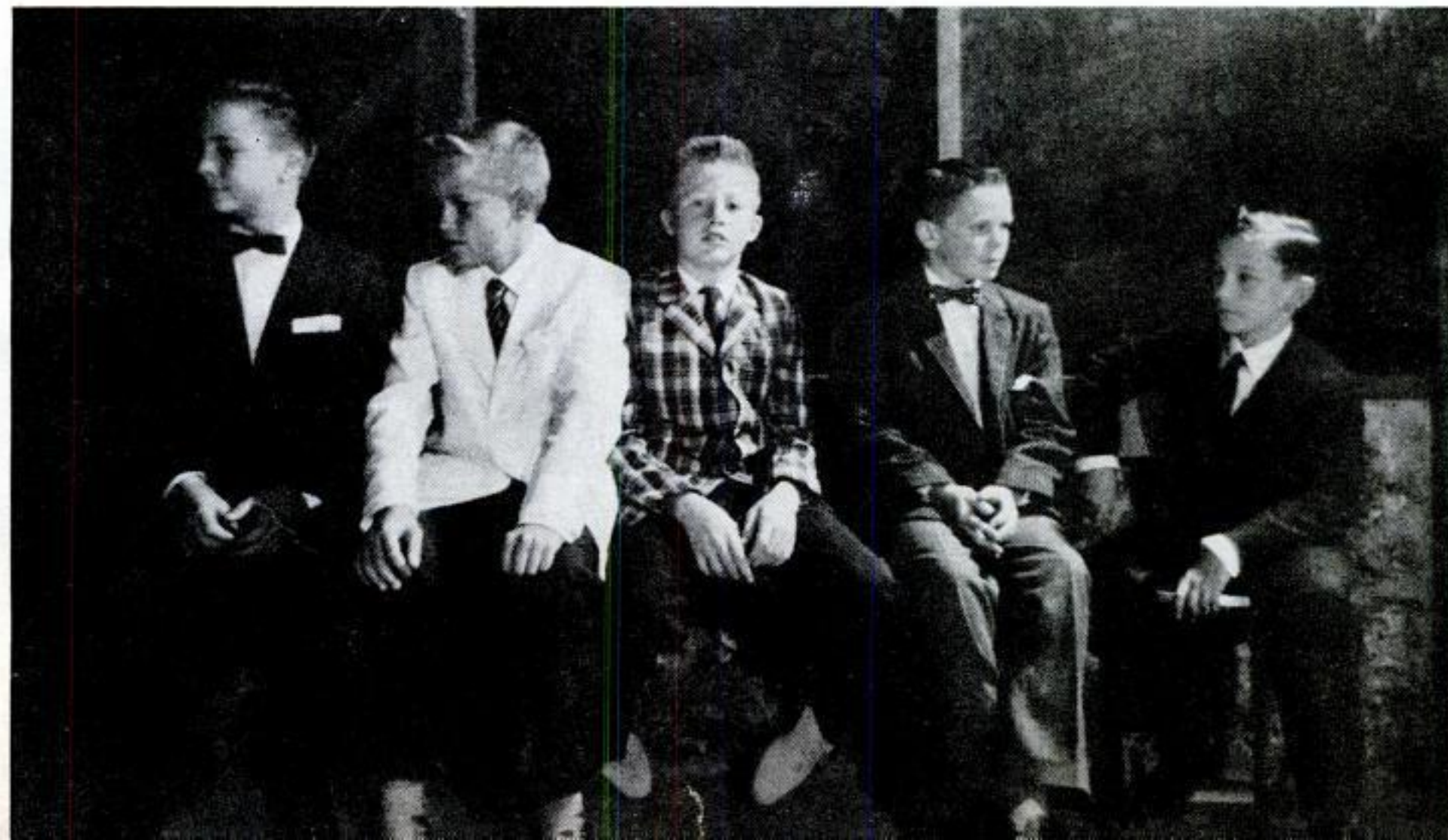
The children had been attending dancing classes and as a prize for progress were given a two-part party at Ellinwood Brown's house—games in the afternoon, their first "formal" that evening. In the afternoon, doing what comes naturally, girls danced together and boys looked for beetles under a log to scare them with. When the twain met, they pushed each other in the swimming pool.

In the evening boys danced with girls, graciously served them cake. Decorum ruled even when a girl sat on a balloon and a boy produced a pet mouse. At party's end normalcy resumed. Boys rode home in one car, girls in another.

CONTINUED



AT EVENING PARTY, FIDGETY GIRLS (ABOVE), HESITANT BOYS (BELOW) WAIT FOR DANCE TO BEGIN





**SOCIAL TILT** CONTINUED



**ADMIRING,** Ellinwood Brown grins at John Nordt who won the trick glasses in "elimination" dance.



← **CLOWNING,** Nancy Sweet jumps up and crosses her eyes after popping a balloon by sitting on it.



**TAKING GIANT STEP** Shawn Sullivan leads Isobel Patterson. Mrs. Curtiss, teacher, is in back.



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*Revolutionary*  
3-layer tablet

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**ALL 8**  
**SINUS CAVITIES**



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AREAS  
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In DRISTAN, you get the scientific *Decongestant* most prescribed by doctors...to help shrink painfully swollen nasal-sinus membranes. You also get a highly effective combination of Pain-Relievers for relief of body aches and pains due to colds...plus an *exclusive antihistamine* to block allergic reactions often associated with colds. And, to help build body resistance to colds infection, DRISTAN contains *Vitamin C*...

actually five times your daily minimum requirement (in one day's dose).

No ordinary colds medicine...whether in liquid, tablet or any other form...can benefit you in the same way as DRISTAN Decongestant Tablets.

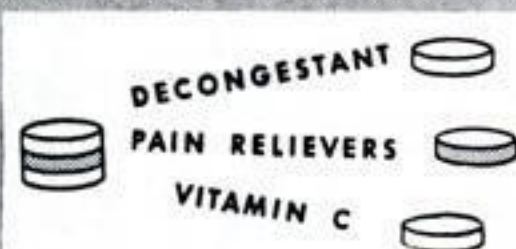
Millions of people have already found new blissful relief from colds miseries and sinus congestion with DRISTAN. You can, too! Get DRISTAN Decongestant Tablets. Available without prescription. And...*important*...accept no substitutes.



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## A HOUNDED HOUND

Like most bassets, Lonesome Sam is an agreeable dog, willing to put up with almost anything his friend Joe, a white-faced monkey, can devise. The two animals belong to William Such of Asbury Park, N.J. and spend most days together in Such's women's clothing store. On

a recent night, when it came time for Joe to retire to his cage in the back of the store and for Sam to go home with his owners, the monkey grabbed the dog by the nose. As if expecting the worst, Sam assumed a martyr's expression. But all Joe wanted was to plant a parting peck.



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